



Autonomous Markdowns

Clear excess inventory **quickly and profitably**, by leveraging open, AI-powered markdown recommendations

Improve efficiency and **save thousands of man-hours** with an autonomous solution recommending the optimal timing and depth of markdowns

Full flexibility to develop markdown strategies for chains, divisions, zones or individual stores based on store-specific customer demand

With Unify by DemandTec, gain a 360-degree view of shopper demand across the entire merchandising lifecycle, for **more accurate** markdown pricing

Managing markdowns manually using standard percentages or price points is inefficient, time consuming, and worse of all, it's negatively impacting your profitability. By understanding customer demand early in the product lifecycle, you can properly plan ahead and ensure timely inventory conversion, making room for new assortment and floorsets. But doing so profitably, at the location and/or channel level, across thousands of SKU's is no easy feat.

Autonomous Markdowns enables retailers to minimize revenue loss and increase markdown profitability, while saving thousands of man-hours in manual markdown planning and execution.

Key capabilities

Automated AI-powered recommendations: DemandTec's solution recommends optimal markdowns based on 360 view of customer demand.

Autonomous markdown workflows: Through an automated workflow process from strategy creation through approval, the solution can streamline the automatic creation and initiation of new strategies based on a retailer's class/category-specific rules.

Swift liability item identification: Autonomous Markdowns allows you to identify liability items per season and address them in a timely manner, preventing build-up of aged inventory.

Flexible smart clustering: Develop markdown strategies based on the unique price elasticity and inventory position at each store. You decide whether to let the science automatically determine store clusters, based on elasticity, or you can create them manually.



A Part of Unify by DemandTec

Autonomous Markdowns is available as a standalone product or as part of Unify by DemandTec platform. The cloud-native platform unifies disparate data and fragmented merchandising systems to understand shopper behaviors holistically, driving actionable insights and prescriptive recommendations, resulting in profitable revenue growth.

When sold as part of the platform, Autonomous Markdowns produces distinct advantages:

Unified, accurate Markdowns

Create AI-powered, unified merchandising strategies, optimized across the entire product lifecycle, including pricing, promotions, and markdowns - across in store and digital sales channels. With Unify by DemandTec, retailers gain a 360-degree view of shopper demand and highly accurate forecasts spanning sales, volume, profit and price perception.

Open data science and AI

DemandTec's AI and data science is robust and fully transparent. No more black boxes: users have full visibility into the drivers behind the recommendations. Not only that, DemandTec enables retailers to add their own insights, algorithms, and modelling techniques, with open APIs. DemandTec's demand insights such as forecasting intelligence can also be exported to downstream systems.

To learn more, [contact us](#).

DemandTec
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A pioneering leader in retail pricing technology for decades, DemandTec is ushering in the new era of unified autonomous merchandising. With Unify by DemandTec— the industry's first — retailers can unite their data, systems, internal teams, and collaborate with suppliers to generate profitable revenue growth with the power of AI.

From food to fashion, DemandTec partners with more than 700 customers around the globe. Current and past retail partners include 7-Eleven, Acosta, Carrefour, Cencosud, Coop, Exito, Farmacias Cruz Azul, Lowe's, The Very Group, Tops Friendly Markets, and W.H. Smith, among others. To learn more, please visit us at www.demandtec.com