



Streamline Processes

Streamline processes and reduce errors with collaboration based on retailers' rules of engagement.



Boost Efficiency

Boost efficiency by automating manual processes, saving time for retailers and manufacturers.



Maximize Trade Funds

Help maximize trade funds availability by reducing vendor funds held in reserve.



Accelerate Processes

Accelerate the reconciliation and audit process with an electronic document archive.

Isn't it time you stop handling deal management manually? Manually negotiating and reconciling thousands of trade promotions and offers a week is time-consuming and error-prone. Autonomous Collaboration helps retailers and suppliers streamline and automate trade promotions and funding, for a more efficient, frictionless deal management process.

Join Autonomous Collaboration trade network, serving more than 700 brands, suppliers, and brokers orchestrating trade deals via DemandTec's platform.

Key Capabilities

Trade funding negotiations and execution

Streamlined, real-time trade funding negotiation speeds up the negotiation process, while significantly reducing manual effort and human errors.

Deal reconciliation and invoice management

Easily reconcile and clear invoices; Track fund spending and match according to budget; Audit deals and trade promotions.

Workflows and reports

Customized workflows and specialized reports allow you to measure efficiency and increase visibility.

Deal planning

Initiate recommended trade offers, forecast and optimize results via pre-built integration with Autonomous Promotions.

A Part of Unify by DemandTec



Autonomous Collaboration is available as a standalone application 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.

The Result

Unify by DemandTec produces distinct advantages:

Unified, streamlined collaboration

Unify helps accelerate and streamline trade collaboration between retailers and their brand partners. As a result, retailers and suppliers can run personalized promotions and invest trade funds more efficiently, with accurate accounting. DemandTec's collaboration capabilities are designed to reduce ineffective promotions, grow customer engagement, and increase revenue and profitability.

Autonomous capabilities

AI-powered autonomous decisioning increases user productivity across categories, channels, and geographies. Autonomy improves efficiency, enabling increased focus on goals and objectives, delivering the rapid response required in an era of constant change.

To learn more,
contact us

Let's talk



DemandTec
by acoustic

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.