

## ActiveViam for Pricing

Multi-dimensional analytics technology for price optimization

Price is one of the most essential aspects of retail. At a time where your competitors are online pure-players and tech leaders who can reprice every product several times a day, can you afford to reprice slowly and partially?



### Why ActiveViam is **right for your pricing team**

Major retailers manage millions of prices for every repricing cycle.

#### **Without the proper technology, retailers are forced to compromise:**

- Wait for batch processing to complete ► the market has already moved
- Give up granularity and precision ► sub-optimal margins and positioning
- Reprice only a fraction of their SKUs ► out of position brand-building SKUs

#### **Our answer:**

ActiveViam for Pricing is powered by ActivePivot, a groundbreaking in-memory aggregation engine focused on performance and precision. **ActivePivot can calculate millions of prices in seconds**, applying complex rules and factoring in hundreds of attributes. **With ActiveViam for Pricing, you don't need to limit yourself** anymore.



ActiveViam for Pricing offers unmatched analytics features, always on-the-fly:

- Running multiple parallel **“What-If” price simulations**
- Projecting the impact of any scenario on **aggregated KPIs**
- Analyzing Terabytes of data **across any dimension**

ActiveViam solutions are used today by **global leaders in retail, banking, asset management and supply chain** to achieve the analytics capabilities they need to be the best-in-breed.

**Try ActiveViam for Pricing today** and see the difference.

# About us

Since 2005, ActiveViam has deployed **precision analytics solutions** to help companies make the **right decisions** with a clear view of all possible choices and outcomes.

Supported by leading in-memory technology, our products offer a unique level of **precision, speed and adaptability**.

ActiveViam's products are used today **by major omni-channel retailers**, banks and asset managers for their most sensitive and intensive analytics needs.

ActiveViam for Pricing **can be delivered as SaaS**, on premise or in the Cloud and **start generating prices** as soon as we integrate your business rules and process on the platform.

## ActiveViam for Pricing in production:

A premium food retailer with 30,000 SKUs x 4 store categories x 16 competitors x 2 years history ▶ ActiveViam for Pricing computes 1.4 billion data points in real-time for interactive analysis of recommended prices, competitive index, aggregated margins and more.

Analyzing data.  
Empowering the future.



Try ActiveViam for Pricing today

Contact us for a personalized demo:

[ActiveViam.com/demo-pricing](https://ActiveViam.com/demo-pricing)

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