



Grid Dynamics

Trusted engineering partner for digital transformation

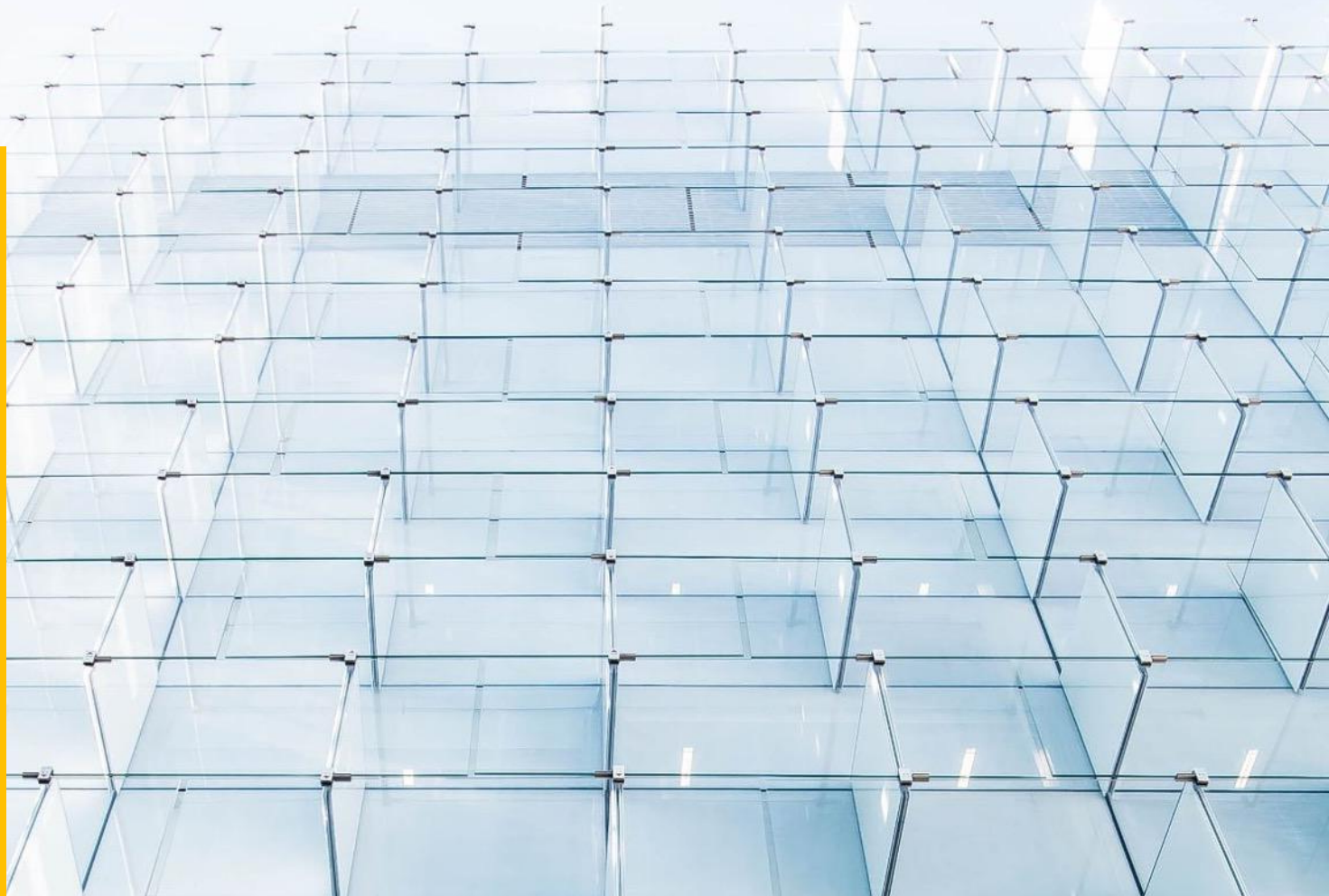
ML-driven price and promotion optimization for Azure: 8 weeks Implementation

October 2022

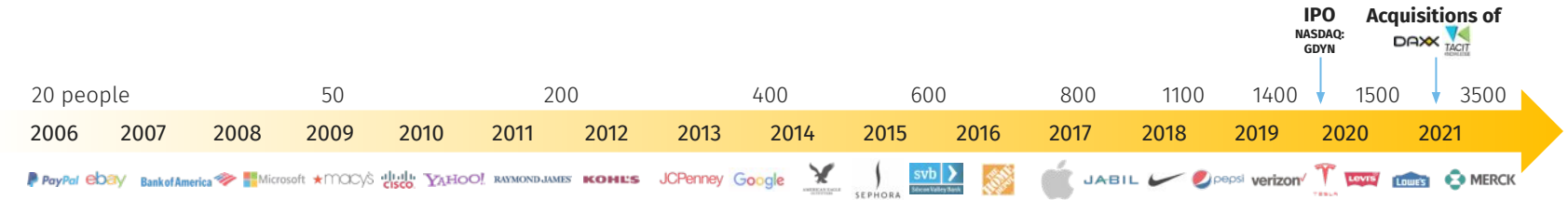
Agenda

1. About Grid Dynamics
2. ML-driven price and promotion optimization for Azure: 8 weeks
Implementation
3. Reference Engagement Model

About Grid Dynamics



Engineering DNA, cross-industry success



Inception

Grid Dynamics was founded in 2006 in the Bay Area to enable cloud computing for enterprises

- Established in 2006 with the reputation of solving clients' toughest algorithmic challenges utilizing distributed computing and fast data.
- Refine and expand its service portfolio with help from Silicon Valley technology leaders.
- Opened its first offices in Central and Eastern Europe.

Traction

Grid Dynamics' growth was fueled by enterprises, as commerce shifted online / mobile

- Enabling consumer shifts to online / mobile spending accelerated Grid Dynamics' traction with enterprises.
- Grid Dynamics became widely known for its expertise in emerging cloud technology, big, and fast data.
- Grid Dynamics was selected as digital partner of choice for top U.S. retailers.

Growth

Grid Dynamics is well-positioned for strong multi-year growth in digital transformation

- **Grid Dynamics' NASDAQ public listing on Mar. 5, 2020.**
- Broader traction across multiple industries, becoming a trusted tier-1 supplier.
- Presence in nine countries and industry-leading per capita revenues.
- European expansion fueled by acquisition of Netherlands-based Daxx on Dec. 14, 2020 and UK-based Tacit Knowledge on May 29, 2021.

Employer of Choice for Top Global Talent



- Engineering centers
- ★ Headquarters
- Field locations

13

countries

4,000

engineers, architects
and tech managers

GDYN

Nasdaq-listed since 2020

We are recognized for having the highest concentration of the top technical talent in the class of mid-size agile development companies. This is the result of a specific focus on hiring top **10% engineering talent** across the US and our locations in Central and Eastern Europe, combined with cultivating a high-performance agile engineering culture and training in Grid University.

Technology innovation partner for Fortune-1000

Media & Hi-Tech



Google

verizon

Microsoft

IAS Integral
Ad Science

LiveRamp

H
HEARST

RingCentral

Manufacturing & CPG



JABIL



T2
TAKE-TWO
INTERACTIVE

StanleyBlack&Decker

VONTIER



Healthcare, Insurance & Finance



Calibrate RALLY

RAYMOND JAMES



TRAVELERS



TRUIST

Retail & Brands



KOHL'S

Neiman Marcus



Lowe's



jopenney

WILLIAMS
SONOMA
CALIFORNIA

INSPIRE
Brands



End-to-end capabilities to drive digital transformations at scale

16+ years

of distributed collaboration culture

over 1,000

digital transformation projects



Experience engineering

Web

Mobile

AR/VR



Platform engineering

Microservices

MACH

Supply chain



Data Science and AI

Search

Personalization

Supply chain

IoT



Data engineering

Big data

Streaming

MLOps



Cloud and DevOps

CICD

AIOps

SRE

QE

Why work with us

Biggest Brands Trust Grid Dynamics

Experience working on large digital transformation programs for the Fortune-1000 companies in the Technology, Digital Commerce, Retail, CPG, Manufacturing, Financial Services, and Healthcare sectors.

Deep Engineering Talent

We employ best engineers from top universities and bring them to our high-performance engineering culture. We hire the top 10%. We run training in our Grid University to get them ready for client specific tech stack in order to be productive from day one.

Ability to Scale

Proven ability to scale and support enterprise scale transformational programs from our delivery centers in the US, Central & Southern Europe, Mexico and India

Culture of Co-Innovation

As experts in agile-co-innovation, we embed ourselves in the client teams. We participate early on and contribute to architecture discussions and bring in our institutional knowledge to the table.

Production-Ready Blueprints

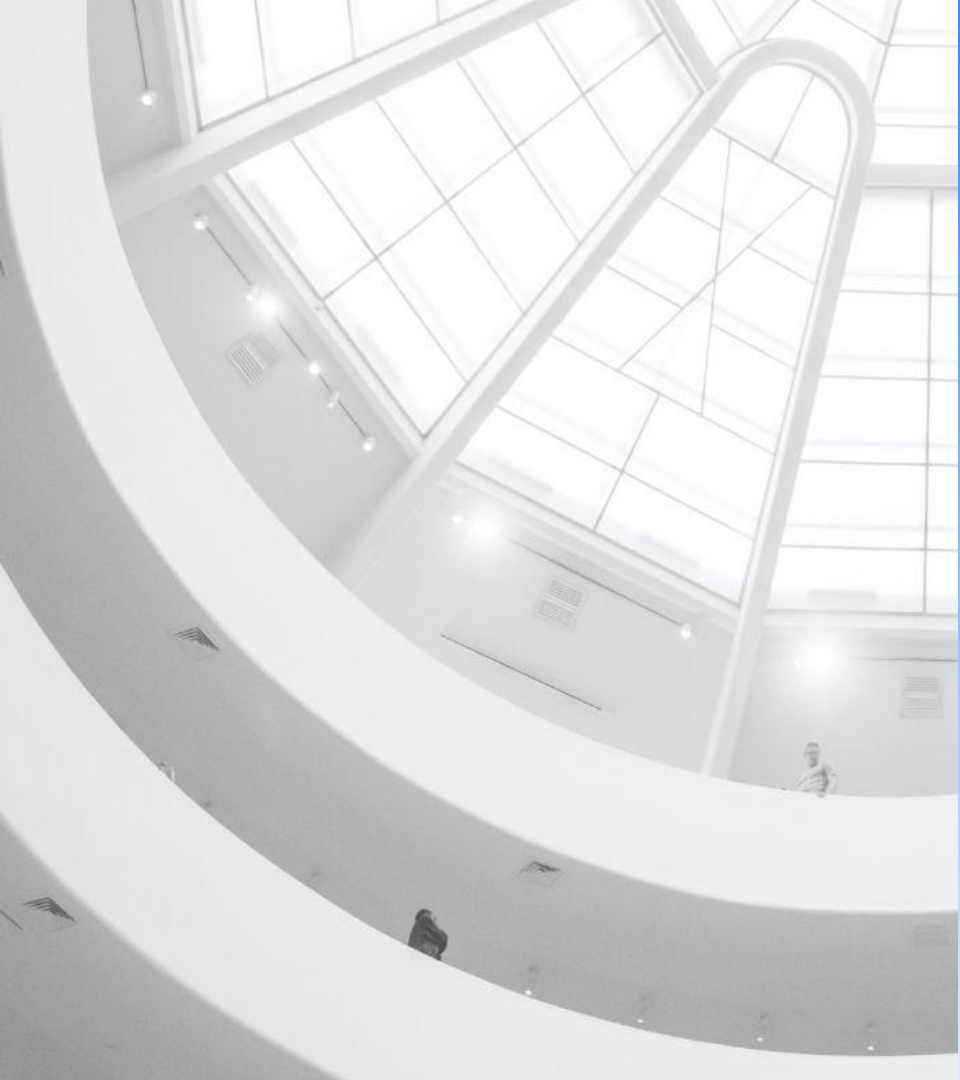
We bring in production-ready blueprints as accelerators. These blueprints allow us to deliver quality products and help our clients go to market faster besides reducing delivery risks.

Cloud native, OSS and Partnerships

We have strong expertise in open source technologies that help our clients to build bespoke digital platforms. We have forged strategic partnerships with all hyperscalers and selected SaaS companies to power our customer's digital initiatives .

**ML-driven price
and promotion
optimization for
Azure**





Price optimization starter kit

The primary goal of the Price Optimization Starter Kit is to reduce the costs, timelines, and risks associated with the development of price management solutions without compromising on the flexibility of the open source based approach.

- Designed by revenue management experts and data scientists who specialize in price optimization solutions according to the industry best practices.
- Implements the reference price optimization pipeline using only open source Python libraries and Cloud native services AI/ML services.
- Can be deployed and integrated with the real data sources in a matter of hours, and then evaluated and customized based on the unique requirements of the company. No proprietary components, no licensing costs.

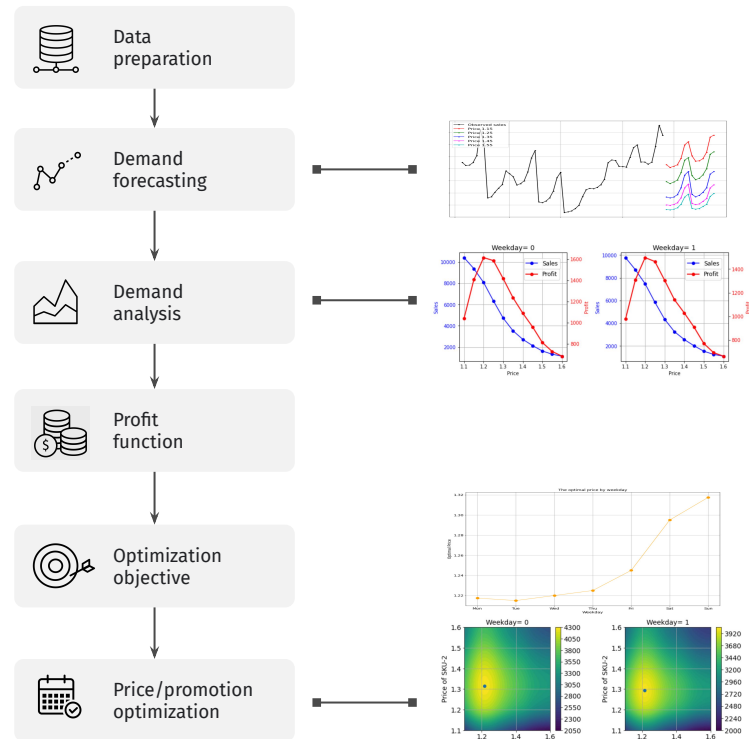
Price optimization starter kit: what is included

The Price Optimization Starter Kit provides a reference pipeline that includes the following steps:

- **Data preparation.** Sales and catalog data are loaded and transformed in a format suitable for the downstream modeling.
- **Demand forecasting.** The demand forecasting model is used to evaluate the demand for different pricing scenarios.
- **Demand analysis.** The dependencies captured by the demand forecasting model are visualized to provide insights into the demand structure.
- **Price and promotion optimization.** The forecasting model is evaluated for a grid of pricing parameters and profit-optimal prices are determined for each combination of a SKU and date.

Features:

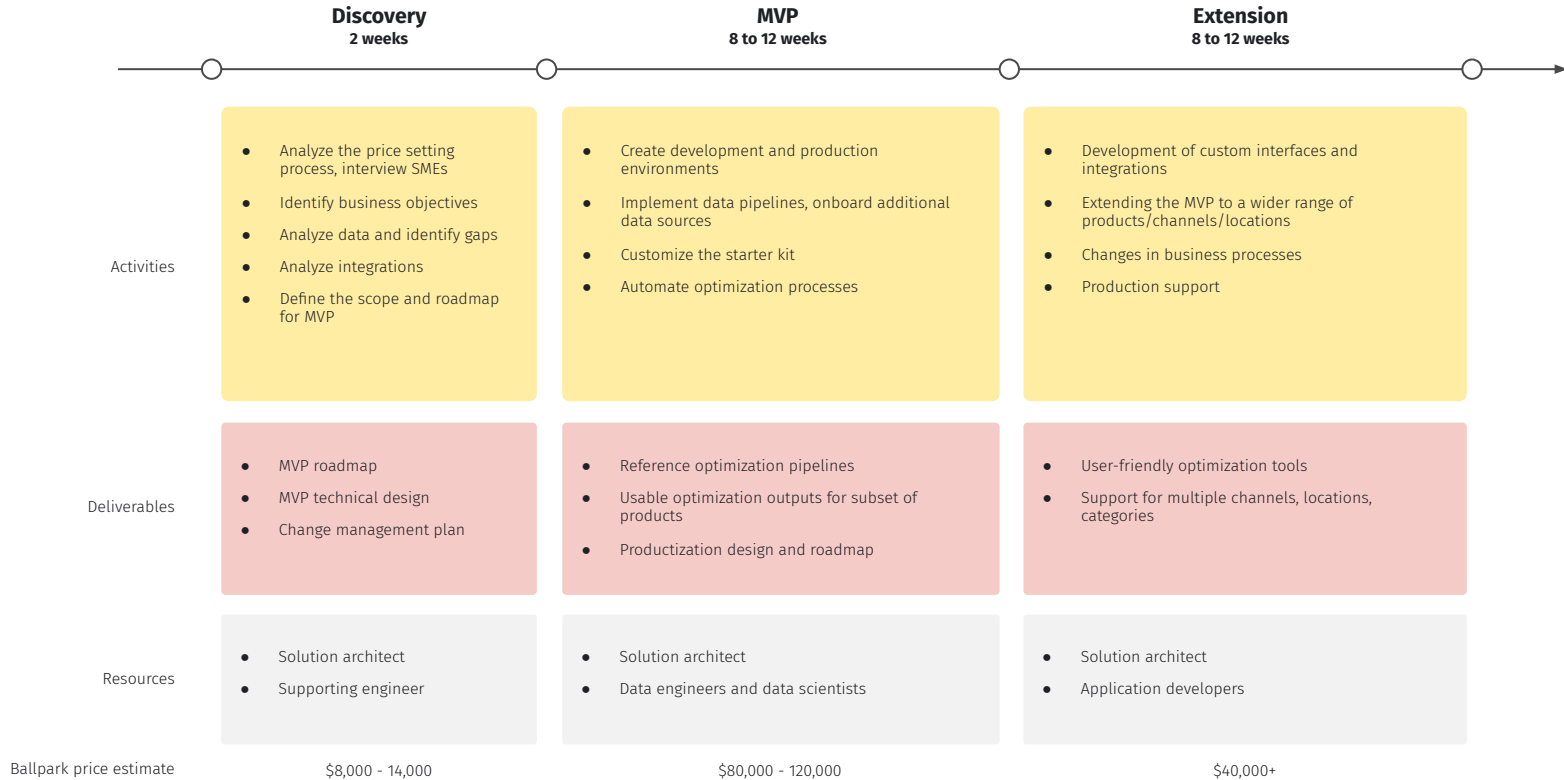
- The solution is designed to support thousands of SKU.
- Demand forecasting model account for SKU attributes which enables transfer learning across the products.
- The solution supports modeling of cross-product effects such as cannibalization and halo.
- The solution supports custom profit calculations and optimization objectives.



A photograph of a modern glass skyscraper with a yellow overlay on the left side. The text 'Reference Engagement Model' is written in bold black font on the yellow background.

**Reference
Engagement
Model**

Reference Engagement Model





trusted engineering partner for digital transformation

Thank you!

Grid Dynamics Holdings, Inc.

5000 Executive Parkway,
Suite 520 / San Ramon, CA
+1 650-523-5000
info@griddynamics.com
www.griddynamics.com