

Get the Right Price WITH ARTIFICIAL INTELLIGENCE

prisma

Bringing
colors
to your
business
data

Our Mission is to empower every retailer in the planet by helping them make better decisions getting more value out of their data.

PRISMA is SaaS platform that analyzes, predicts and suggests actions enabling retailers to increase profits. It was conceived at the MIT and combines AI and Business Rules to optimize revenues and margins in Retailers.



With **PRISMA PRICING** you can achieve your desired competitive positioning making your prices attractive and taking care of your margin and your resources.

Keep consistency between related products, round up your prices strategically and execute your business and category rules.

- ||| LEARN WITH A/B TESTING**
A/B tests will help you validate business hypotheses and feed ML models to improve predictions.
- ↗ ANALIZES & SUGGESTS**
Prisma estimates an impact in margin and price image that will help your decision-making process.
- ↔ COMMUNICATES & EXECUTES**
Store changes in Real Time for immediate results.

*Execute your
Pricing Strategy
SEAMLESSLY*

Efficiency.

- ⇓ CONSTANTLY EVOLVING**
A SaaS platform that updates automatically.
- ⚙️ AGILE**
Agile implementation and high ROI.
- 👤 EXPERIENCE**
Designed by retailers for retailers.

The Leading Oil & Gas Company of Mexico

Established a consistent price image and double his EBITDA.

The Largest Supermarket Company in South America

Increased its GMROI by 7% and managed to standardized its business processes regionally.