prisma

> “Data is the lifeblood of decision making for any company”

REID HOFFMAN

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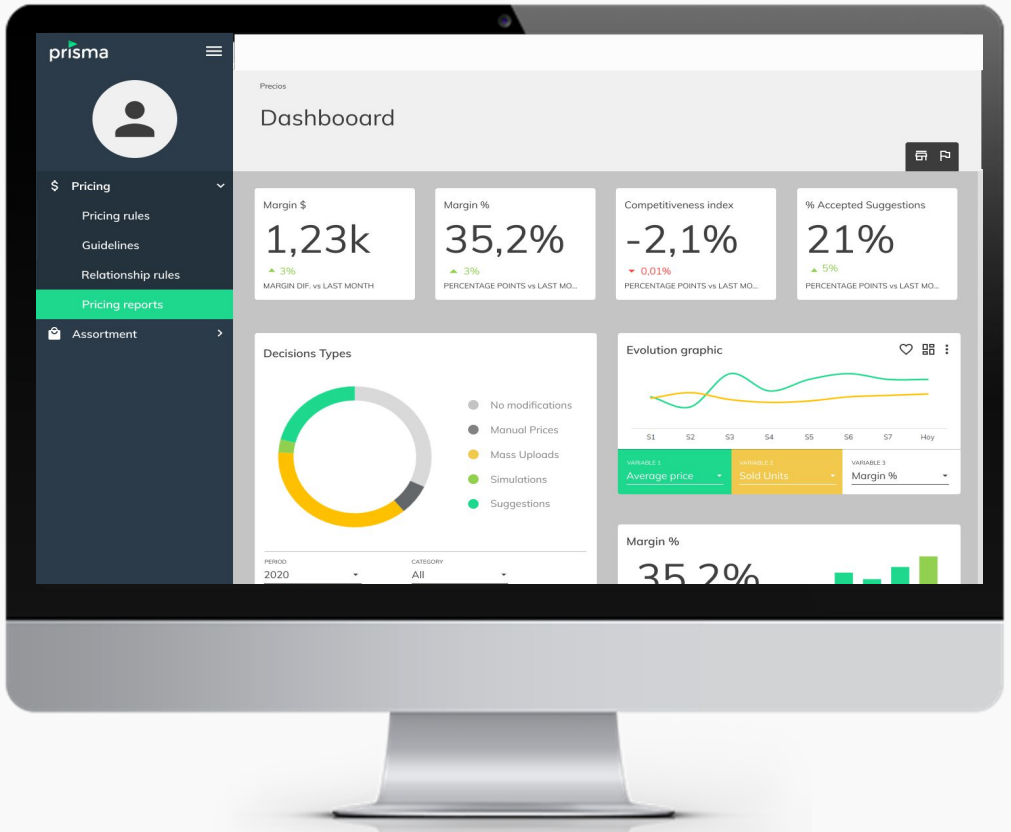
Prisma

Machine Learning
to empower
Human Decisions

- Harvests and consolidates large volumes of data from different sources
- Detect outliers to remove noise from the data
- Predict demand based on market prices, sales and other variables



THE RESULT

A SaaS platform that analyzes, predicts and suggests actions enabling retailers to increase profits by optimizing Prices, Promotions, Inventory, Assortment and Space within the same platform.

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EASY INTEGRATION

Prisma offers a powerful API to facilitate the integration to ERPs & POS systems

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Seamless Execution

EASY TO SCALE

AGILE, FLEXIBLE & INTEGRATED

TENURED DATA SCIENCE AND SOFTWARE TEAM

SECURE AND AUDITABLE

ALL MODULES INTERTWINED

HIGH ROI

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STRATEGIC PARTNERS

MIT

Microsoft

endeavor

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The Leading Retailers trust us

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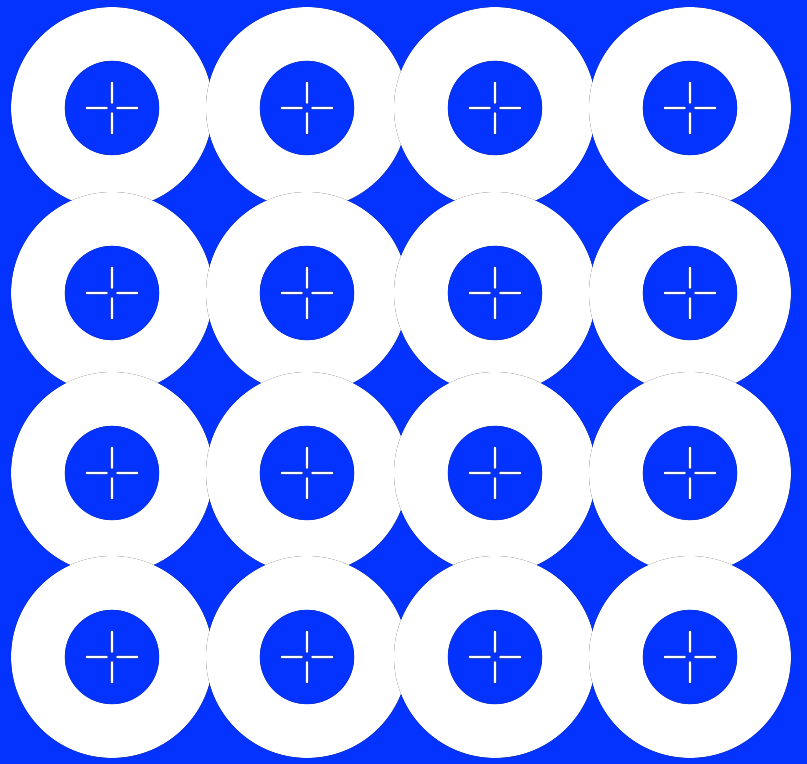
Proprietary and Confidential

How we impact our clients



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BUSINESS CASE

WORLDWIDE GAS STATION C-STORE

Challenge:

INCREASE GROSS MARGIN AND OPTIMIZE WORKING CAPITAL

Action:

FAST ASSORTMENT, EXHIBITION AND PRICING OPTIMIZATION

Result:

▲ **10%**
GROSS MARGIN

▼ **20%**
INVENTORIES

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BUSINESS CASE

LARGEST AM SOUTH COMPANY

Challenge:

INCREASE REVENUES MAKING PRICING, ASSORTMENT AND PROMOTIONS DECISIONS FOR ~ 600 LOCATIONS WITH A DECENTRALIZED TEAM.

Action:

WE COMPETED AGAINST JDA AND IBM DEMANDTEC AND WERE SUCCESSFULLY SELECTED TO IMPLEMENT PRICING, ASSORTMENT AND PROMOTIONS MODULES

Result:

▲ 7% GMROI

DECISION-MAKING PROCESS CENTRALIZED IN A REGIONAL TEAM RESULTED IN A MORE EFFICIENT PROCESS WITH PRISMA

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RETAIL

The most important business variables, working together.

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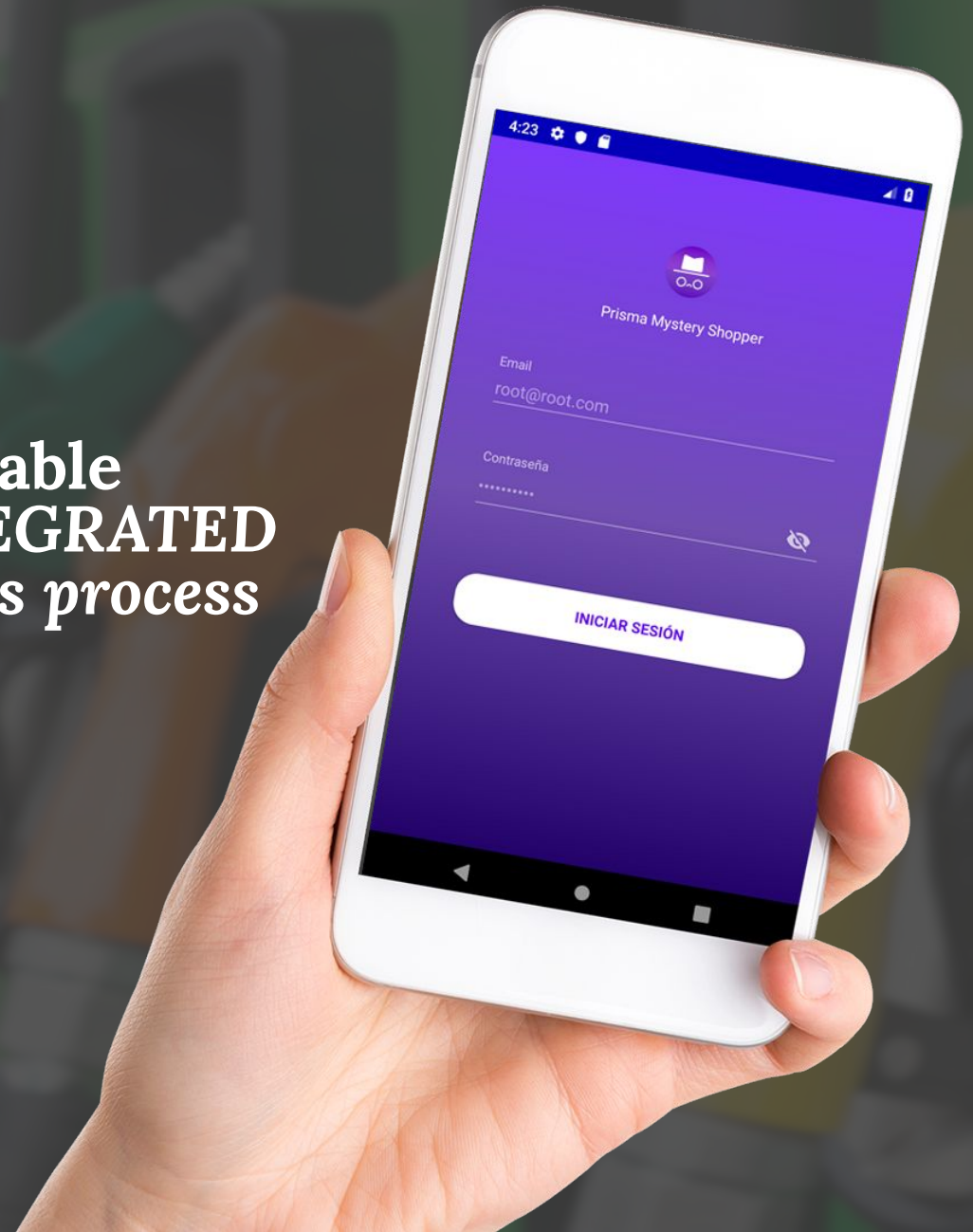
MYSTERY
SHOPPER

Accurate and reliable information *INTEGRATED with your business process*



Capture your competitors' prices and audit your service levels.

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WEB SCRAPING

Access to real prices from different sources
(Competitors, National Associations or Government websites)
Define your scrapping frequency
(Daily, weekly or monthly basis)

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Omnichannel

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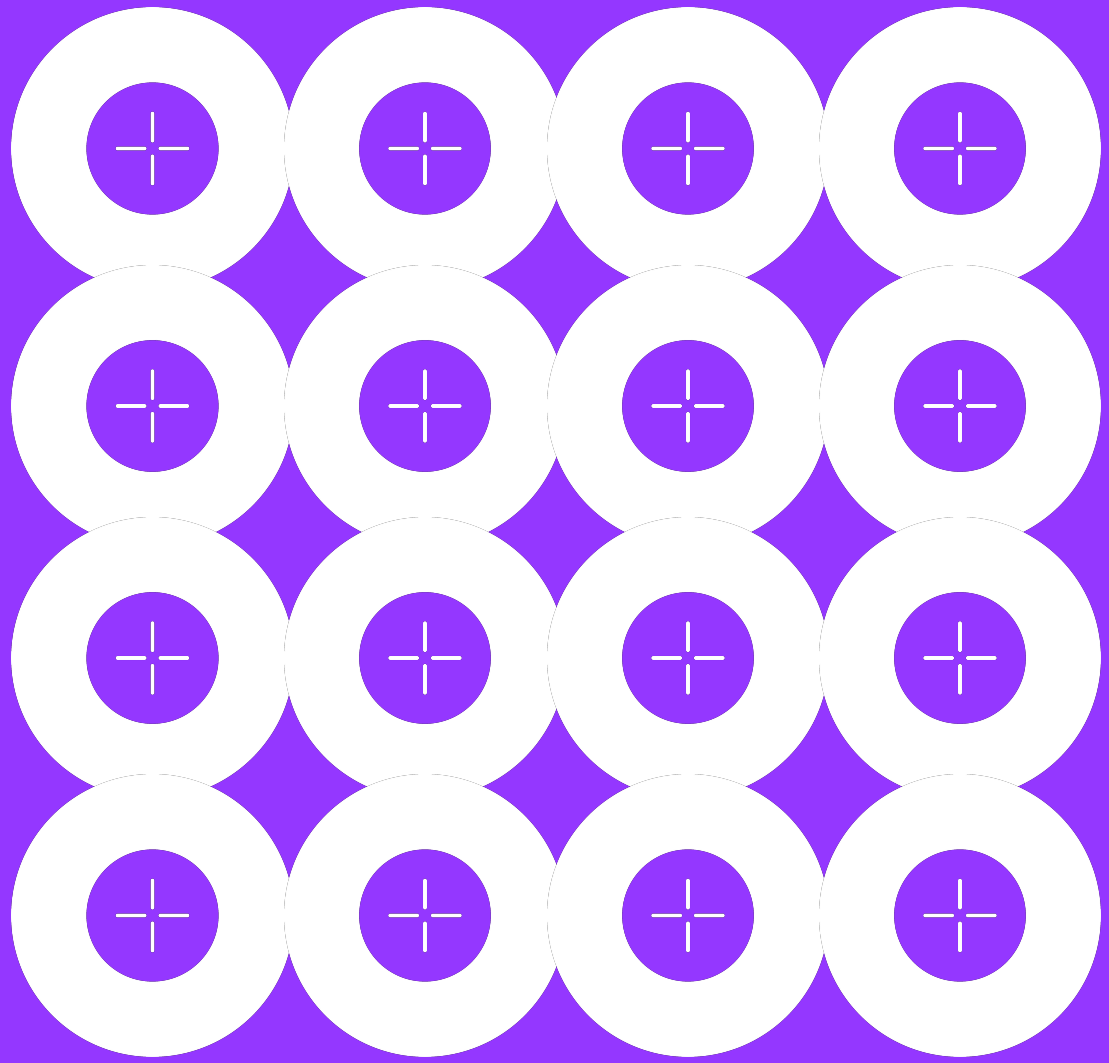
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