



Online Retail **Price Matching** for Enterprise

Scaling assortment and
price matching - **globally**



Industry Situation



Challenges

- Online retailers face daily price wars on like-for-like brands to attract customers.
- Consumer trends drive thousands of product/price variations creating a market place of billions of data points that companies fail to capture.

- Fashion: Zalando sells 200k SKUs on their website. Asos stocks over 75k items¹.
- Consumer electronics: Media Markt offers >20K SKUs online across multiple countries².
- Apparel: USD\$1.65 trillion sales worldwide³.



Ideal Solution

- Ability to match internal product data with thousands of competitor SKUs on a daily basis.
- High accuracy results not limited by language or currency.
- Understanding of competitor assortments.

- Gartner reports that 47% of companies prioritise data product quality as key to their business⁴.
- Data quality market is assessed by Gartner as the fastest growing in the enterprise software sector, accelerating to \$2.24Bn today⁴.



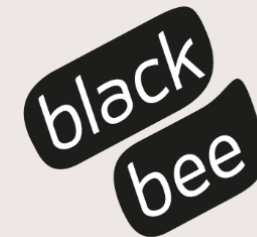
Desired Outcomes

- Informed decisions related to price changes to increase sales or profit.
- Increased confidence to bring new product ranges to market.
- Analysis competitor marketing strategies.

- Assortment and pricing are challenging processes in retail operations that are expected to benefit from big data analysis⁵.
- Without effective quantitative analysis, decision making is resource-consuming and ineffective⁵.



blackbee - Online Retail **Price Matching** for Enterprise



Scaling assortment and price matching - globally

Beat the competition

- Track the price of millions of multi-competitor SKUs **daily**.
- Adapt product range/price to meet consumer demand & increase sales.
- Maximise profit by increasing price of products under market value.

Informed Strategic Pricing

- Increase revenues using data to compete in the right price/segment.
- Validate go to market strategies by comparing or increasing assortments.
- Avoid sales reductions that damage brand image and revenues.

Win new markets

- Bring new products to market at the right price.
- Anticipate spread of global trends and react to competitors.
- Share market insight to enhance country-level strategies.

"blackbee is the benchmark for product matching. At Douglas we benefit from complete market transparency made possible by the quality data we receive." Ralf Hluchy, Senior Business Manager, Douglas

blackbee and Microsoft Azure – better together



blackbee deployed on **Microsoft Azure** sets the standard for both speed and accuracy of retail price matching

Superior data quality at speed

- Up to 98% accuracy processing data sets.
- Stable data delivery, integrated into Power BI.
- Blackbee finds all relevant matches in the market.



Global scalability with Microsoft Azure

- All industries with no language limitations.
- Elastic compute – ability to process billions of SKU data points on a daily basis.



Protect proprietary data

- Best in class security with Microsoft Azure.
- Advanced threat and DDoS protection.
- Disaster recovery and backup solutions.



About blackbee



- blackbee established 2012.
- Founded by Dr. Hanna Köpcke, Sabine Maßmann, Carina Röllig
- Experienced management team – CEO Lutz Röllig, Kai Wolfram, Carina Röllig
- Series A led by Seventure Partners.

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An offer to get you started



Free consultation

- Free audit to assess and help build your requirement.
- Offer of a day's consultancy to identify how to benefit from blackbee
- Free trial to match internal product data to your competitors.

A product that meets your needs

- Our team will work with you to match your business needs to the product.
- Learn how to use the blackbee and start the process of like for like brand matching.
- Book a demo today at l.roellig@webdata-solutions.com

