

IT'S A RETAIL REVOLUTION ILLUMINATE THE POSSIBILITIES

The digital age is here and to remain competitive and relevant, you need the latest technologies and intelligence. In competitive fashion, electronics and grocery sectors, bargain shoppers with endless options seek the best possible prices. To maximize profits and reduce costly waste, you need a powerful markdown pricing solution to deliver data-driven, continuously optimized prices at the finest levels of granularity to support your business strategies.

INTRODUCING LUMINATE CLEARANCE PRICE, PART OF THE JDA LUMINATE™ FAMILY

Luminate Clearance Price, powered by Blue Yonder, delivers a cognitive, real-time, connected platform embracing artificial intelligence (AI), machine learning (ML) and advanced analytics for a competitive advance in a fast-evolving retail marketplace. The solution's probabilistic approach and high-dimensional optimization algorithms calculate markdown pricing with exacting precision.



Ready to demystify the black box? Learn the scientific process behind this elegant technology and discover how you can position your business to reduce waste and overhead like this grocery chain did using Luminate Clearance Price.



A STEP-BY-STEP SUCCESS STORY:

CUSTOMER:

Fashion Retailer

CHALLENGE:

Losing 20-25% of sales on seasonal products

GOAL:

Increase profitability of assortment

While this story is unique, the sequence of events looks the same for every retailer:

- 1) The retailer loads historical sales, price, promotions and current inventory data
- 2) The retailer defines specific business strategies so Luminate Clearance Price can optimize recommendation
- 3) The solution measures and predicts price elasticity
- 4) Luminate Clearance Price forecasts probability of demand – evaluating risk of lost sales and excess stock
- 5) Luminate Clearance Price produces markdown price recommendations
- 6) Luminate Clearance Price automates pricing to maximize profits and align with business strategies and limitations

AND THE RESULTS?

For this fashion retailer, test stores outperformed similar stores:

4.7%

Increased gross sales

12%

Decreased markdown spending

2.7%

Improved margin

LEARN WHAT'S POSSIBLE FOR YOUR BUSINESS

Learn more about how Luminate Clearance Price and JDA's Luminate Retail family of solutions can optimize your business at every level and store location.

Visit JDA.com to contact one of our product experts.