ActiveViam **Price Optimization Platform**

How do you deliver the right price to each customer in every store and through every channel?

Pricing through spreadsheets is slow and imprecise. By the time you've set a price, the market has moved. Furthermore, the price that seems right globally may be wrong locally.

ActiveViam for Pricing delivers analytics with the speed, precision and ease-of-use you need to keep your prices competitive everywhere, all the time, both online and offline.

What makes ActiveViam for Pricing **different**?

Speed

ActiveViam for Pricing delivers **high performance in the service of a better analysis**, a clearer view of outcomes and a more granular optimization. It transforms how you set prices and measure impact.

ActiveViam for Pricing can generate millions of new prices on-the-fly. Users can **iterate quickly** on 'What-If' price scenarios, **see the impact** of each on aggregated KPIs immediately and **optimize** to meet their goals.

Precision

What are the best prices for each store depending on local competition? What will be the impact of a 0.2 increase in margin rate for a product category at a regional level? Should I make this promotion cross-channel?

ActiveViam for Pricing puts the answers at your fingertips. From global KPIs to individual stores, from customer behavior to revenue contribution, **explore information freely** through any dimension and **trust you're making the right pricing decision.**
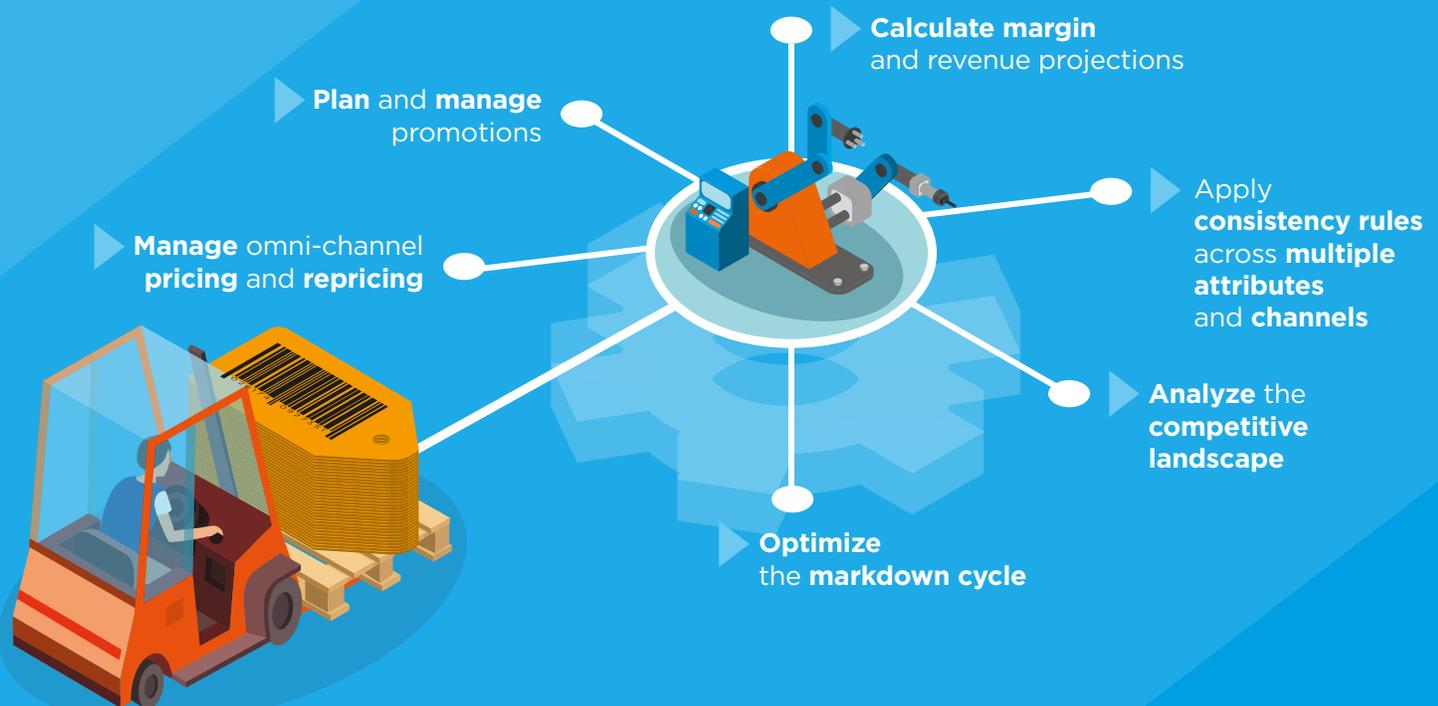
Adoption

The best solution is useless if people stick with their **old spreadsheets. Featuring an optimized and customizable UI**, ActiveViam for Pricing offers a user-friendly experience throughout, designed to enable end-users to access the data they need easily and analyze it on-the-fly. The platform is **made for collaboration and integrates your own business processes.**

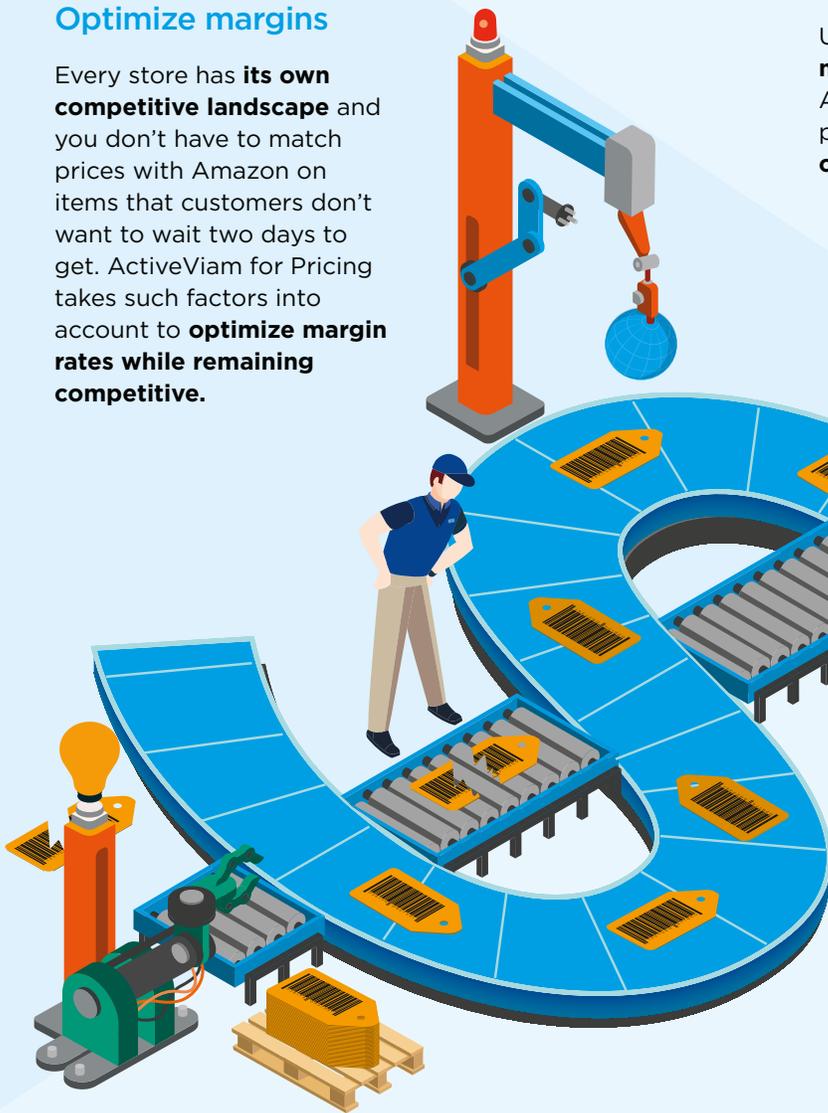# Support strategic pricing **initiative** and **develop** a view of the customer

All pricing management tools in one platform, supported by world-class technology

Calculate margin and revenue projections

Plan and **manage** promotions

Manage omni-channel **pricing** and **repricing**

Apply **consistency rules** across **multiple attributes** and **channels**

Analyze the **competitive landscape**

Optimize the **markdown cycle**

How ActiveViam for Pricing **can help you**?

Optimize margins

Every store has **its own competitive landscape** and you don't have to match prices with Amazon on items that customers don't want to wait two days to get. ActiveViam for Pricing takes such factors into account to **optimize margin rates while remaining competitive.**

Attract & retain new clients

Understand what your customers buy. By **integrating marketing insights and product attributes**, ActiveViam for Pricing helps you push the right price or promotion at the right time to **attract new customers, increase loyalty** and avoid "showrooming".

Make your pricing operations more efficient

Where other solutions take hours or even days to produce results, **ActiveViam for Pricing completes calculations in seconds.** Designed natively for collaboration, connected to source and execution systems, it eliminates friction in the pricing process and prevents common mistakes.

Improve your brand's price-image

Price is an essential aspect of any retail brand. From premium to discount, **price perception is about the price being right** for the value. ActiveViam for Pricing brings the analytical precision you need to **make sure that it is always the case for every SKU.**

ActiveViam for Pricing **clients:**

fnac — Consumer electronics $8.5B turnover

LEROY MERLIN — Home improvement $7.57B turnover

FeuVert — Car accessories $749M turnover

MONOPRIX — Premium food $4.91B turnover

BUT — Furniture $1.71B turnover

About us

ActiveViam creates **precision analytics solutions** to help companies make the **right decisions** with a clear view of all possible choices and outcomes. Supported by leading technology, our products offer a unique level of **precision**, **speed and adaptability.**

ActiveViam's **price optimization platform** is used today **by major omni-channel retailers** working in a wide variety of verticals, including food, home improvement, furnitures, consumer electronics and more.

ActiveViam for Pricing **can be delivered as SaaS**, on premise or in the Cloud and **start generating prices** as soon as we integrate your business rules and process on the platform.

Analyzing data.
Empowering the future.

Try ActiveViam for Pricing today

Contact us for a personalized demo:

ActiveViam.com/demo-pricing

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