"Data is the lifeblood of decision making for any company."

REID HOFFMAN
**Prisma**

**Machine Learning to empower Human Decisions**

- Harvests and consolidates large volumes of data from different sources
- Detects outliers to remove noise from the data
- Predicts 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.
Prisma offers a powerful API to facilitate the integration to ERPs & POS systems
Seamless Execution

- ALL MODULES INTERTWINED
- TENURED DATA SCIENCE AND SOFTWARE TEAM
- SECURE AND AUDITABLE
- HIGH ROI
- AGILE, FLEXIBLE & INTEGRATED
- EASY TO SCALE

Bringing colors to your business data
Bringing colors to your business data

The Leading Retailers trust us
How we impact our clients

Bringing colors to your business data
Challenge: INCREASE GROSS MARGIN AND OPTIMIZE WORKING CAPITAL

Action: FAST ASSORTMENT, EXHIBITION AND PRICING OPTIMIZATION

Result: ▲ 10% GROSS MARGIN
▼ 20% INVENTORIES
Bringing colors to your business data

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

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

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

Challenge:

Action:

Result:

▲ 7% GMROI
The most important business variables, working together.

- ASSORTMENT PLANNING
- PRICING
- PROMOTIONS
- SPACE PLANNING
- ITEM MASTER
- SMART SUPPLY

Bringing colors to your business data.
Accurate and reliable information INTEGRATED with your business process

Capture your competitors’ prices and audit your service levels.
WEB SCRAPING
Access to real prices from different sources
(Competitors, National Associations or Government websites)
Define your scrapping frequency
(Daily, weekly or monthly basis)
Omnichannel

Bringing colors to your business data
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prisma
colors
business
data
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