Dynamic Pricing
AIR Module

Dynamic Pricing

Changing thousands of prices in a timely manner is a daunting task when considering competition, costs, SKU relationships, price zones relationships, price sensitivities, and much more.

AIR Dynamic Pricing reduces the pricing workload, limits inconsistencies, and decreases time wasted on manual tasks.
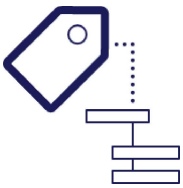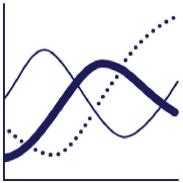
Key Features

Multiple optimizationstrategies

AI algorithms for regular and markdown pricing set optimized prices to drive your ideal combination of sales volume, revenue, and margin
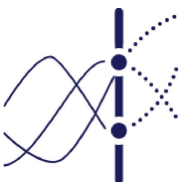
Multi-level pricing strategies

Different price strategies specific to categories, brand or other product groups

Price support or fully automated pricing

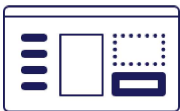Dynamic Pricing can partially or fully automate price adjustments in order to optimize category management

Reveals the business impact of proposed pricing strategies in risk-free virtual test environment
Dynamic Pricing

SAP®
Solution
Extension

Seamless integration with SAP

Architected for full compatibility with SAP infrastructure

Intuitive application interface based on latest web technologies

Designed to the user's mental model and modern pricing processes

Support for complex corporate structures

Dynamic Pricing

Multi-user management

Numerous stakeholders have direct access to insights and analysis

Core Benefits

Dynamic Pricing empowers your business.

Dynamic Pricing

01

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OPTIMIZE PRICES WITH AI

Powerful machine learning algorithms instantly calculate optimal prices regardless of SKU count by comparing numerous evolving factors in volatile markets against various pricing strategies. Dynamic Pricing will always find the best price to achieve your stated goal.

02

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TAKE ALL RELEVANT PRICING FACTORS INTO ACCOUNT

Dynamic Pricing

03

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CONCENTRATE ON YOUR KPIS

Define pricing strategies and optimize according to sales, revenue or margin goals. Apply these strategies to segments defined according to product properties like brand or category. With the flexibility to optimize your strategies at any time, you can concentrate on the performance of your products and improving KPIs.

Add- on

Mobile Pricing Client App

Set optimal prices from anywhere, any time

Interactive price change dashboard makes analysis easy when on the go

Access AI-simulated sales, turnover and profit functions

Receive an automatic calculation of the sales and gross margin impact of proposed and executed decisions

Receive cross-price elastic product recommendations that are influenced by an identified price change

Dynamic Pricing

More AIR Modules

Real-Time Prediction

Learn more

Personalization

Dynamic Pricing

Learn more

Fraud Detection

Learn more

The Retail Innovators

Follow us

Mobile POS

Dynamic Pricing
Payments

SAP Solutions by GK

Store Inventory Management

OmniPOS

OmniScale

AIR - Artificial Intelligence for Retail

GK Drive

Central Services

eMailBon

GK GO

Grocery

Mass Merchandise

In-Store Retailers

General Merchandise & Specialty

Hospitality

Convenience & Fuel

Company

About GK

Management

Supervisory Board

Customers

Partners

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