

IVIS Group
Product Promotion
Toolkit Sonetto®
PTK on Azure



Customers are not only sensitive to price; they are also demanding greater personalisation in the offers they receive – they expect far more compelling, targeted promotions that reflect their lifestyle



Challenges

Maintaining consistent pricing and promotions across channels has always been a challenge. Now, offering far more compelling, targeted promotions with higher perceived value to consumers. The challenge has become more complex, with the need to avoid errors that affect the bottom line becoming harder and more critical.

- Challenges in creating target promotions
- Customers expect lifestyle personalised promotions
- Customers expect to be rewarded for social not just transactions
- Difficult to synchronise across channels: Poor customer journey
- Same products on multiple promotions: lower margins



Ideal Solution

Retailers need a centralised way to manage promotions across channels and regions while maintaining agility to offer compelling, targeted promotions. Seamlessness and consistency across channels need to be maintained for all complex promotions including coupons and vouchers while avoiding errors and double discounts

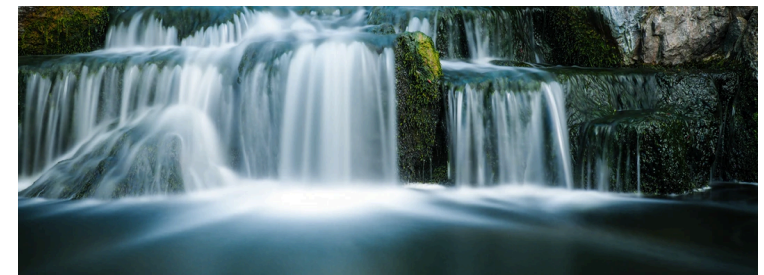
- Central management of promotions to avoid clashing promotions, duplications and errors
- Seamlessness and consistency across channels
- Targeted promotions on multiple aspects such as channels, time, segments and products using compelling types with higher perceived value



Desired Outcomes

Simplicity of managing rich and compelling price and promotions across channels with increased accuracy and consistency to drive revenue while protecting the bottom line is ultimately the goal. Delivering personalised and higher perceived value promotions is also important to drive customer loyalty

- Increase sales through accurate, consistent and seamless promotions across channels
- Maximised customer retention with higher perceived value and personalised promotions
- Reduce errors and increase agility to create dynamic targeted promotions



Drive sales through compelling cross-channel promotions and loyalty that protect margins

Simplify Complexity

Central location for managing and evaluating promotion eligibility and loyalty for all channels

- Pre-defined promotion templates with an easy to use user-interface
- Avoid price and discount issues with cross-channel promotion validation
- One-click publish across all channels while maintaining consistency and accuracy

Maximise Margin

Offer compelling high perceived value promotions

- Create compelling offers with coupons, vouchers, flash, mix & match, multi-buy, bundling, loyalty, and other complex promotions
- 1-to-1 promotions targeting channels, time, segments & products
- Reward not only based on transactions but on broader loyalty

Reduce Costs

Scalable model that grows with your needs

- Enable complex pricing and promotion tasks to be undertaken quickly and flexibly
- Maintain consistency and accuracy across channels
- Pay only for what you use through a subscription-based model

Sonetto® PTK allows management of rich price, promotion and coupon campaigns across all sales channels from a single solution. It dramatically increases the richness of promotion and coupon mechanics available without re-engineering existing technology assets, giving immediate benefit to customers in terms of their buying experience, and the retailer in terms of sales

IVIS Group Sonetto® PTK on Azure



Sonetto® PTK provides a suite of tools for the management and execution of price and promotional activity. Using the power of business rules, and working alongside your existing systems, Sonetto® PTK extends your promotional capability and improves your agility whilst maintaining accuracy and consistency. With Microsoft Azure, retailers gain flexibility to pay only for what they use in addition to infinite scalability model.

Product Alignment

Infinite Scalability

Built-in auto-scaling capability that allows the application to scale based on load



Pay Per Use

Usage fees based on the number of products and promotions with tiered-pricing



Ubiquity of Use

Integration is simplified using standard interfaces (APIs) and access available from anywhere in the world



Customer Success Story



**THE Carphone
Warehouse**

As the leading high street retailer for mobile comms and broadband in the UK, Carphone Warehouse was continually looking to improve its appeal to customers by offering competitive and innovative promotions.

With seasonal launches of promotions planned across in excess of 800 stores and online, Carphone Warehouse needed a highly responsive and resilient solution that would work alongside their existing systems.

Sonetto® PTK supported the business's four main goals: increased promotional capability; seamless integration with existing systems; real-time promotional updates; and configurable promotions down to store level.



Win Results

With the increased promotional capability, Carphone Warehouse saw a significant rise in year-on-year sales volumes with an increase in the average transaction spend per customer

Using the IVIS Return on Investment model, Carphone Warehouse was able to build a targeted business case with a strong ROI of over 400% over 3 years and payback within 6 months

With real-time promotional updates and fast execution capability of the execution engine, Carphone Warehouse saw a time saving of 20 seconds per customer in store