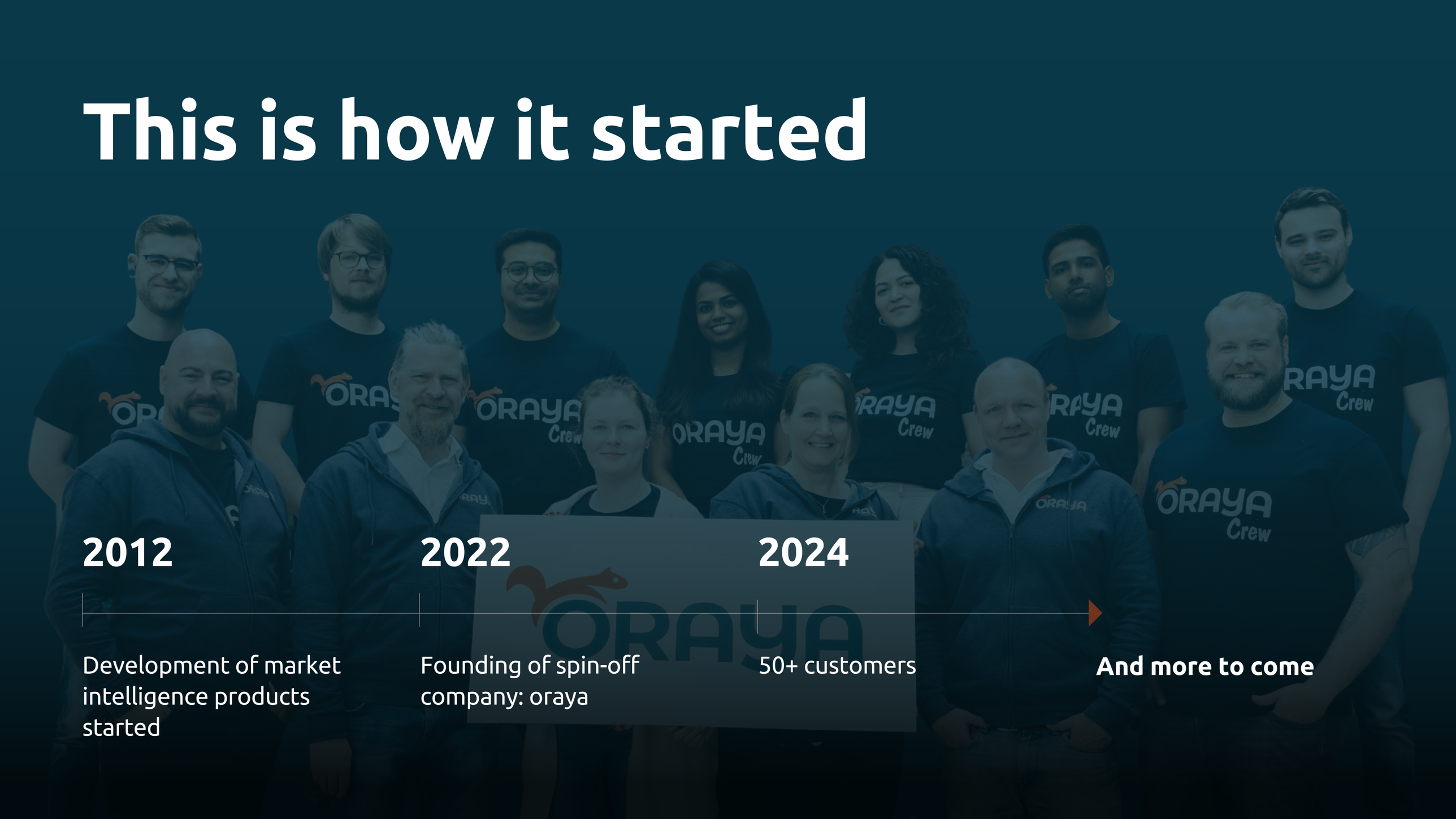
ORAYA

Deeper market understanding → better decisions

This is how it started



2012

Development of market intelligence products started

2022

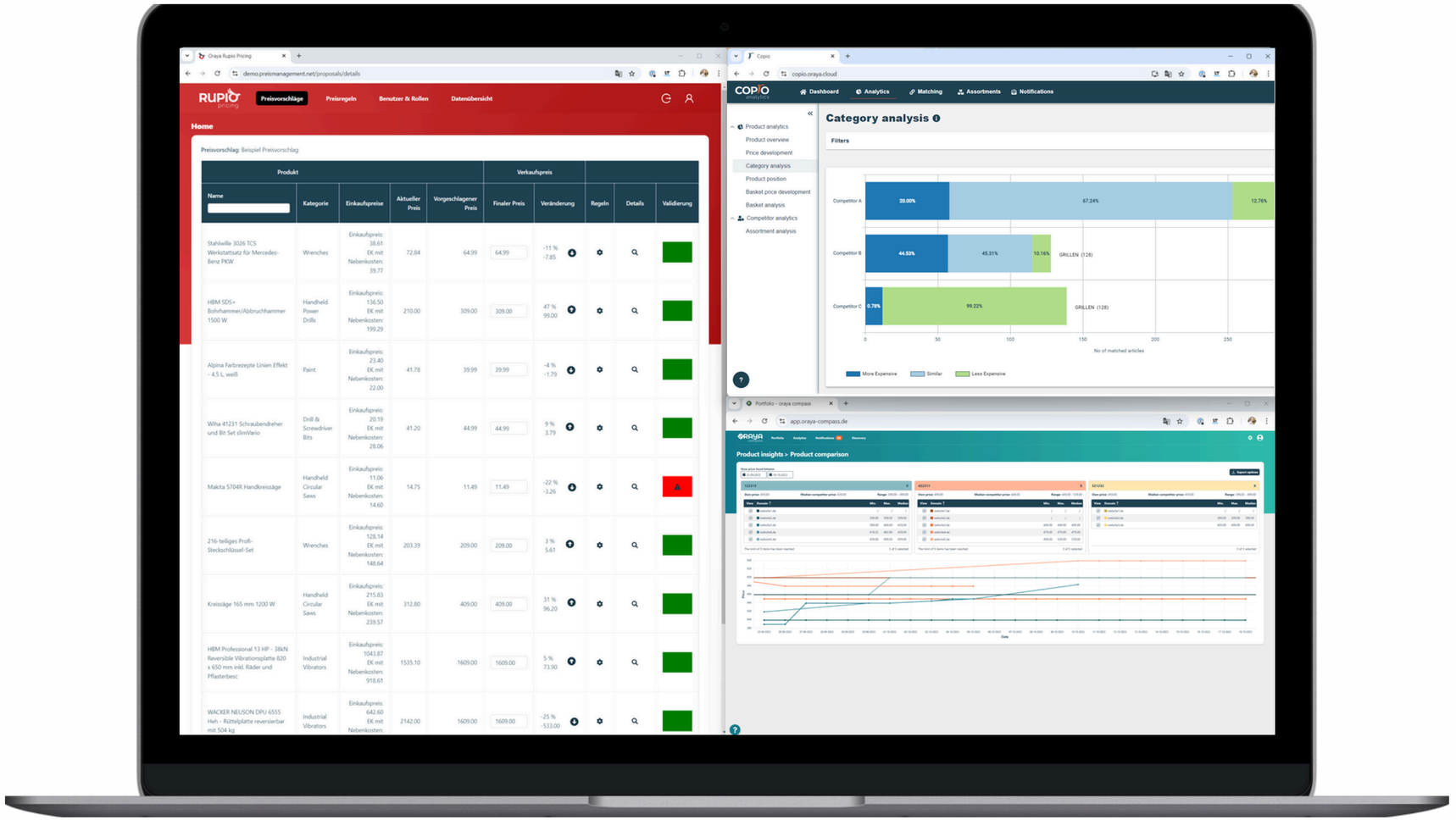
Founding of spin-off company: oraya

2024

50+ customers

And more to come

We do software



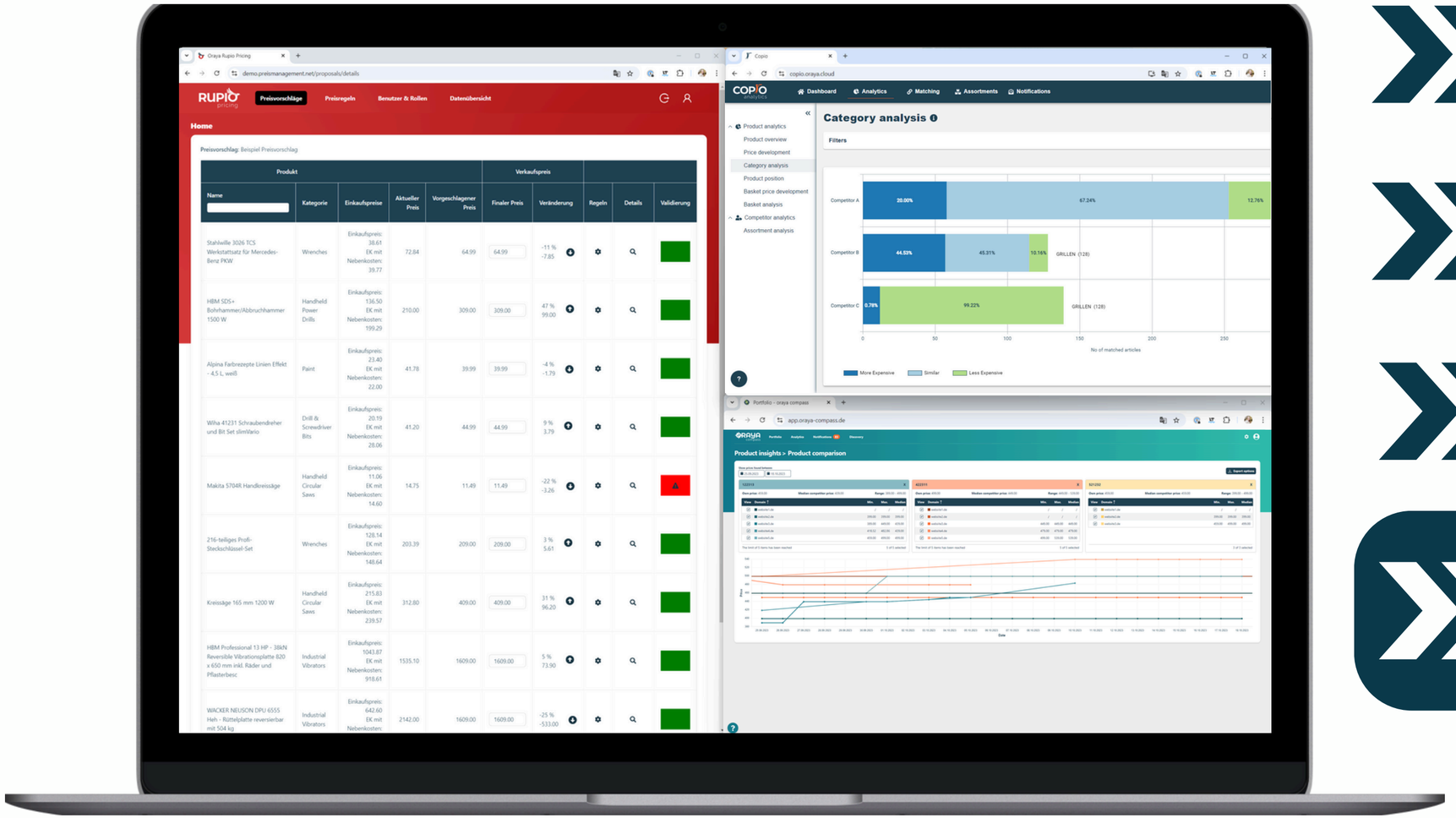
ORAYA insights

ORAYA compass

COPIO analytics

RUPIO pricing

We do software



Intuitive and user-friendly technology

Direct identification of relevant market changes

Dedicated recommendations for quicker action

Increased efficiency, risk minimization, and greater value creation

Our product vision

Simplicity

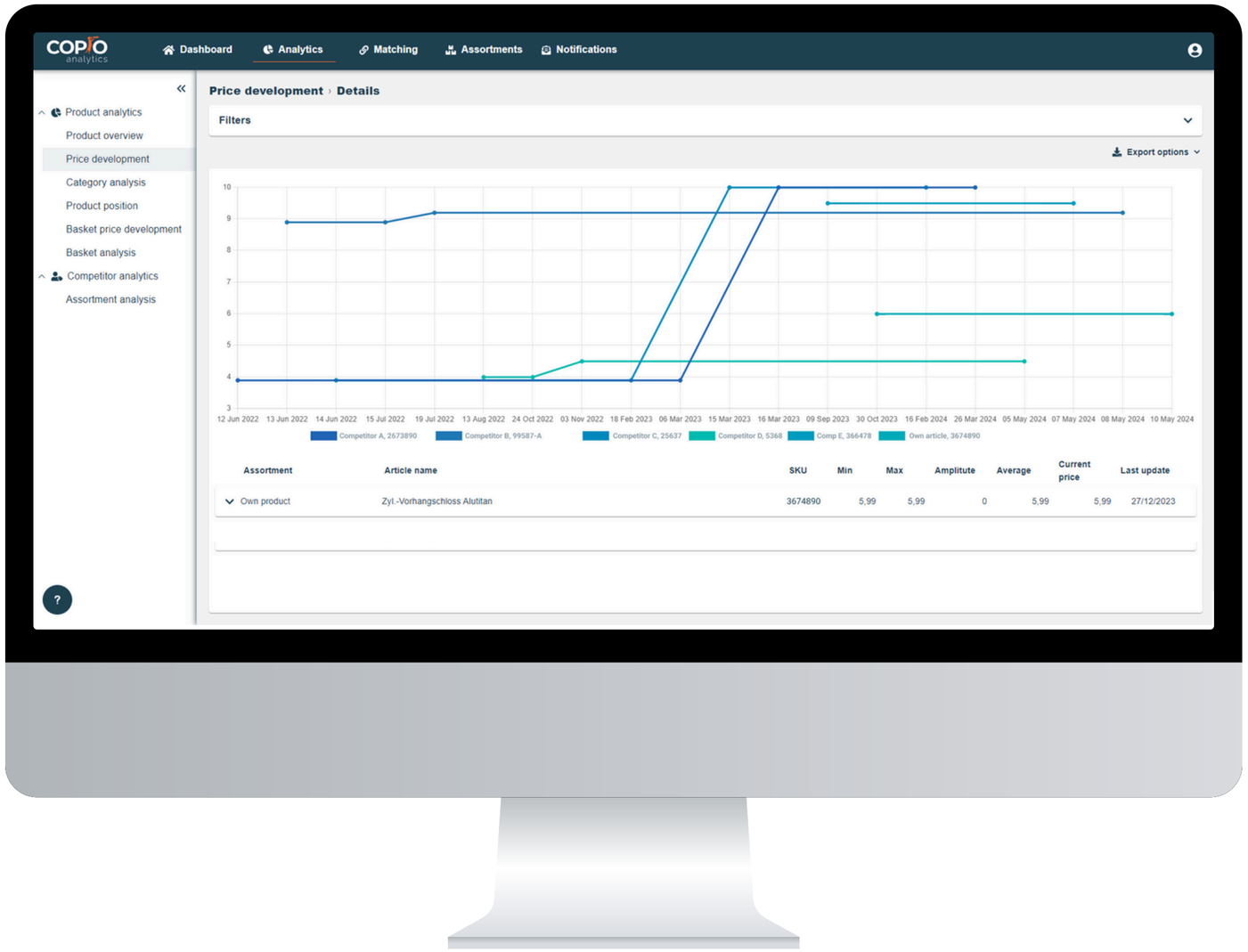
User-friendly and easy-to-understand products

Decision support

Guide users to identify the most valuable information and support strategy and operations with a tangible view of next best actions

Increase efficiency

Automate and simplify processes.



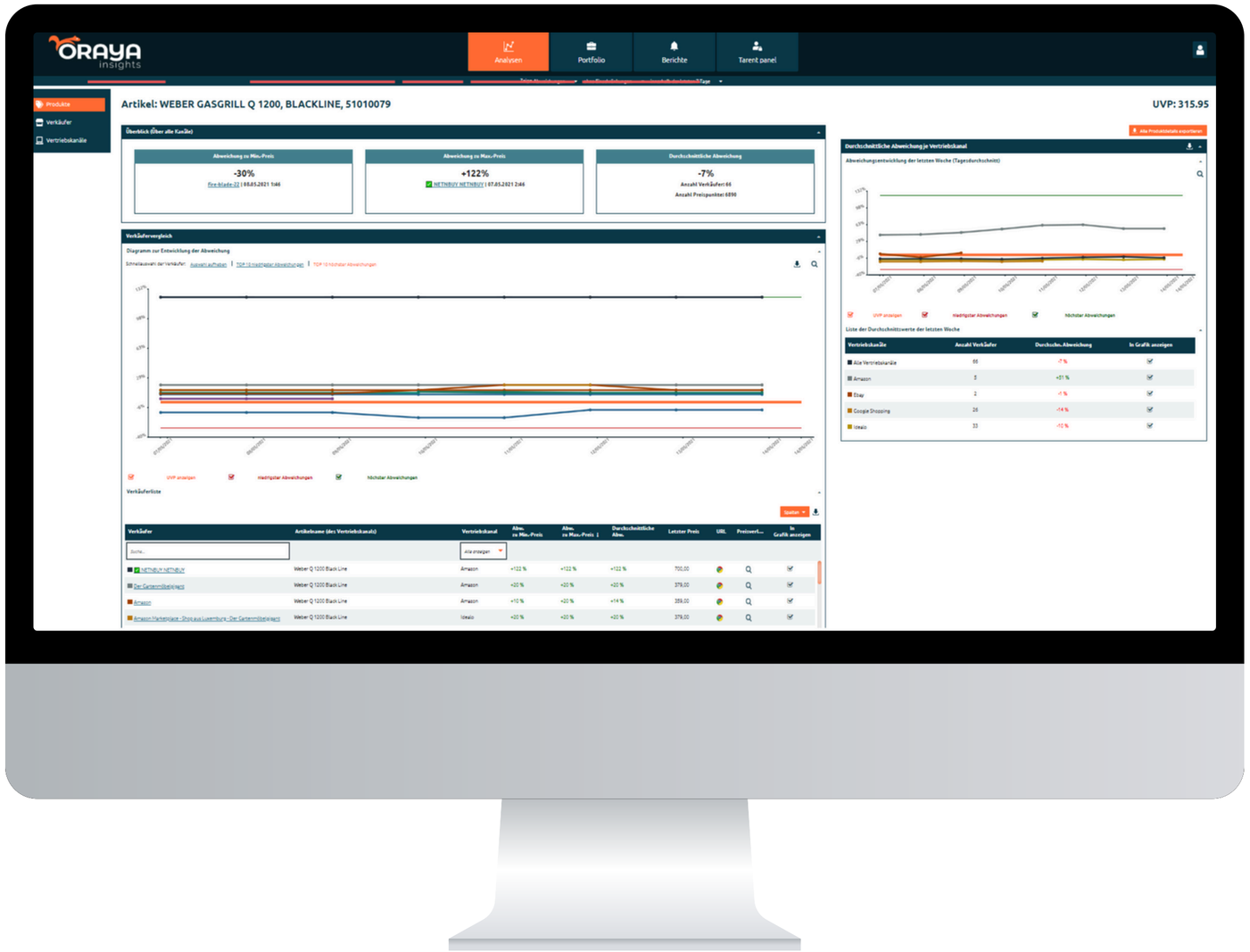
COPIO analytics

Competitive intelligence

for retailers

Price monitoring

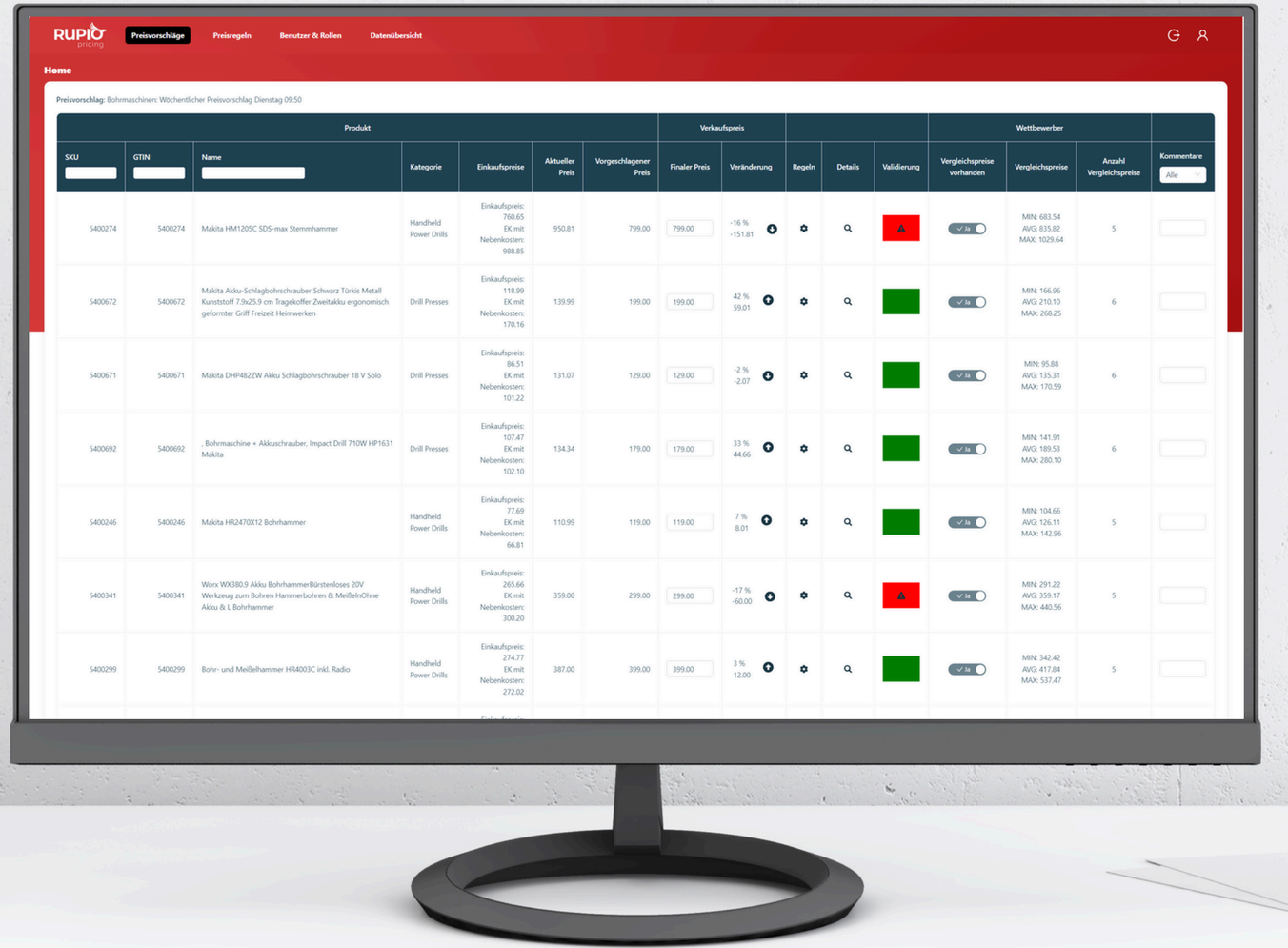
Self-service solution



Market observation

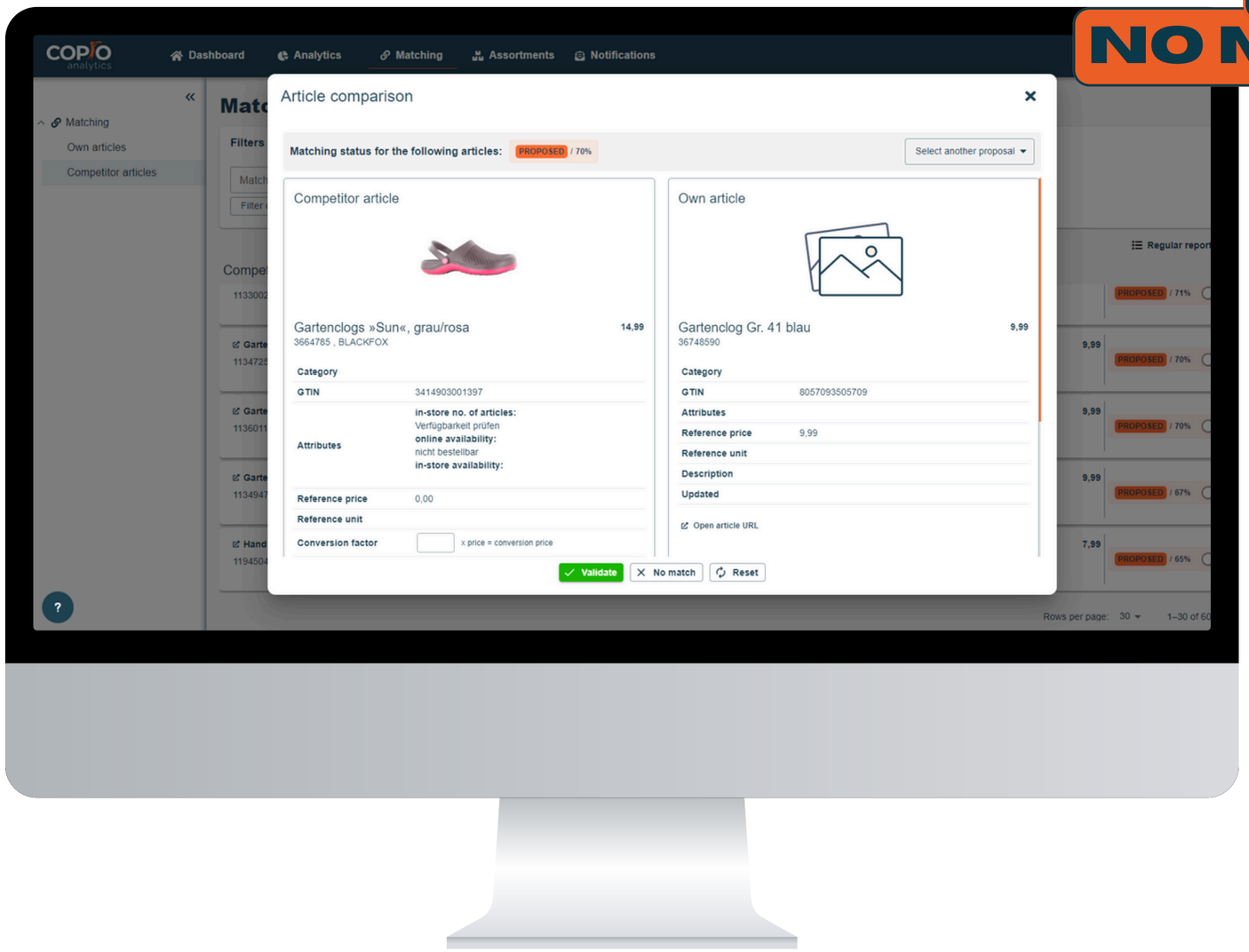
for manufacturers

Rule based
price management solution

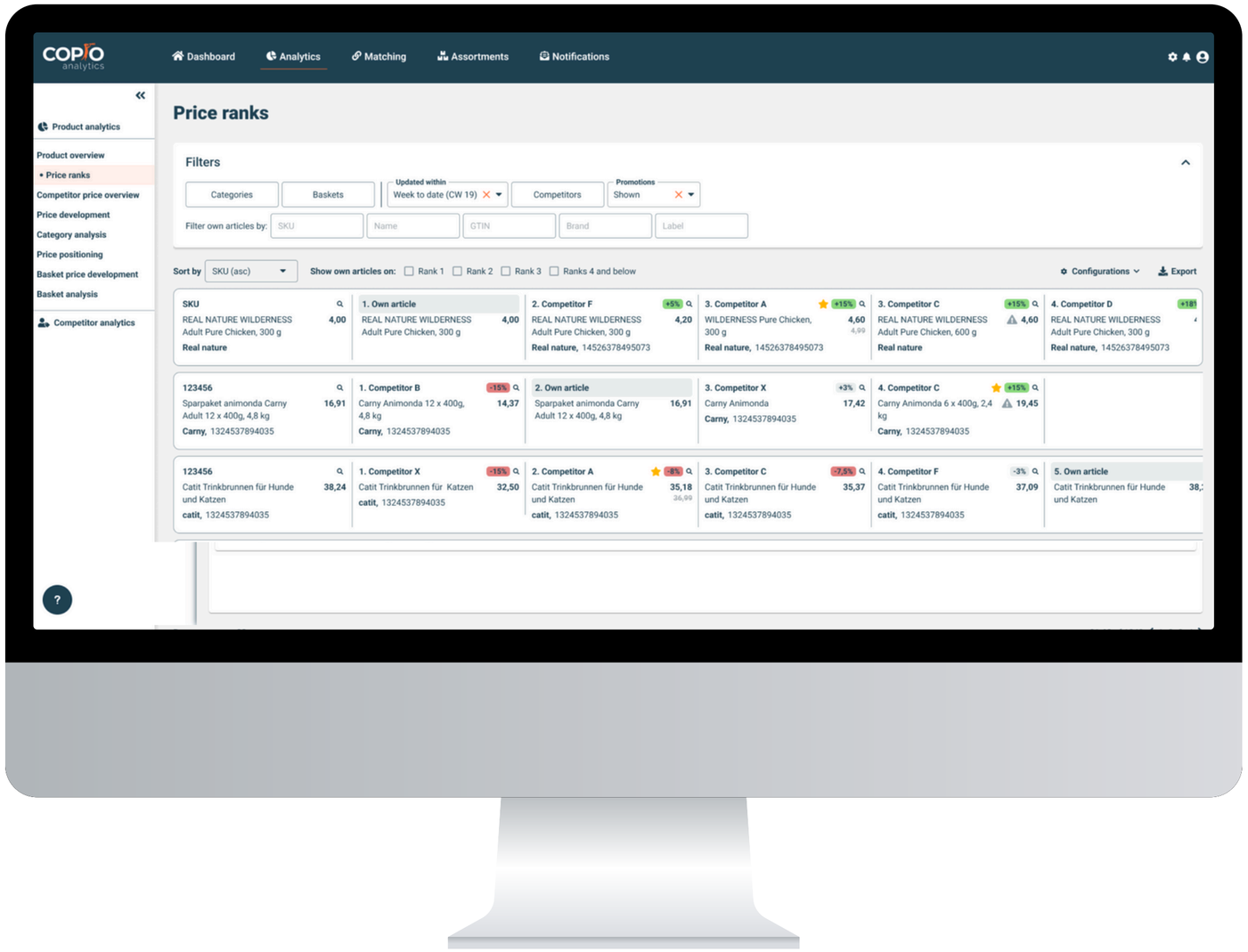


Let’s take a look at COPIO analytics

MATCH OR NO MATCH

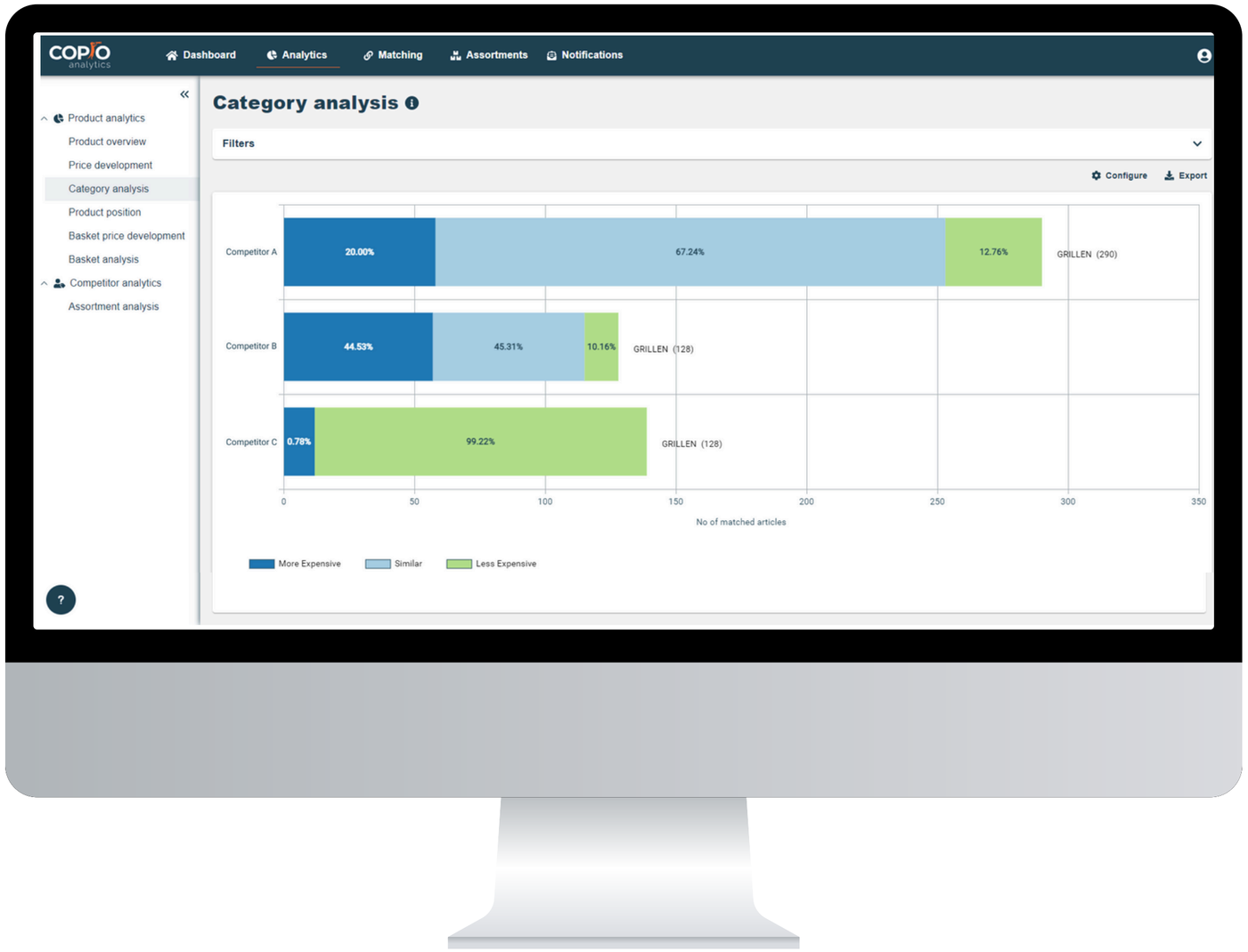


1. copio crawls competitor assortment
2. **Automated** matching and matching suggestions
3. **Analyze your competion**



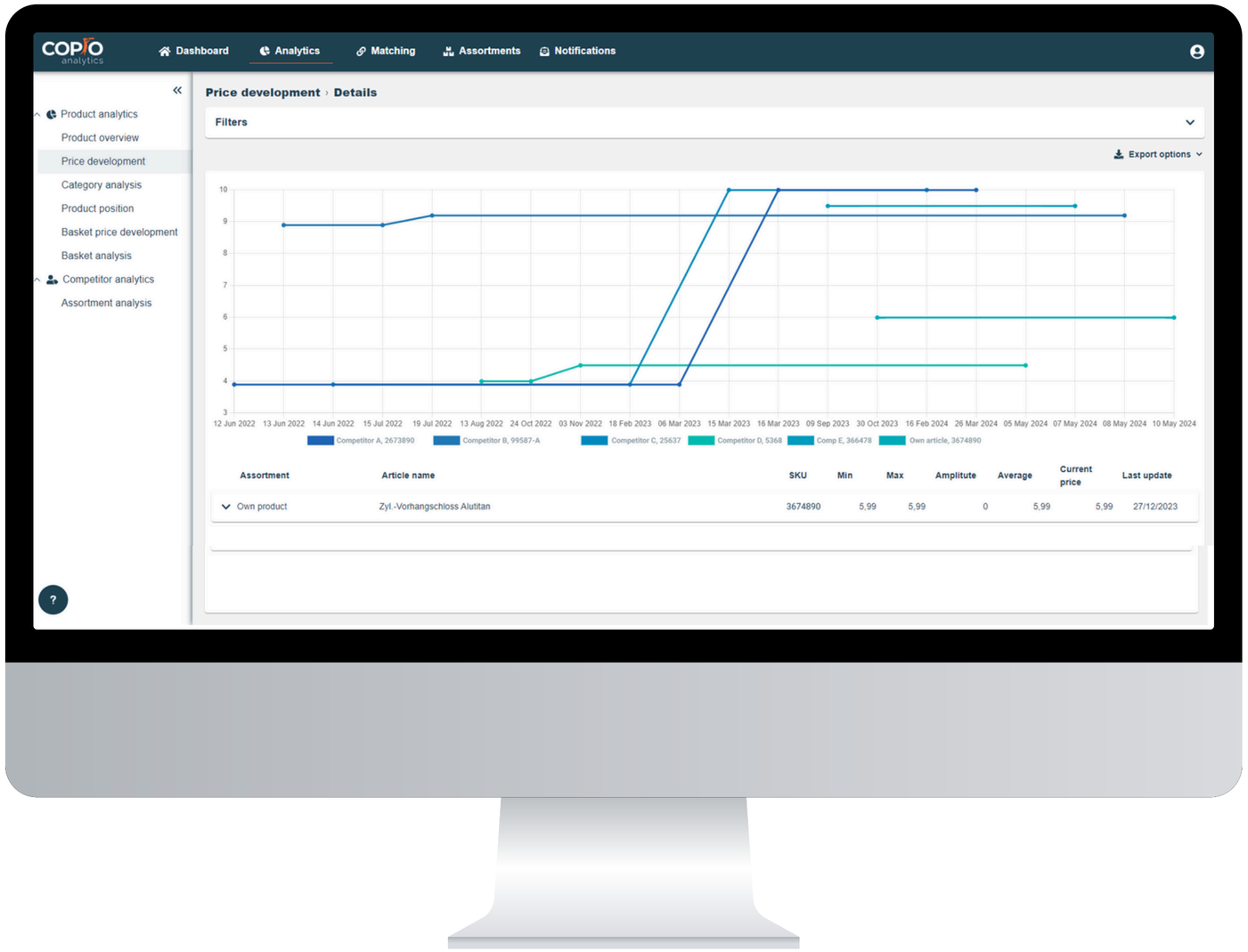
COPIO analytics

How are you ★ ranking?



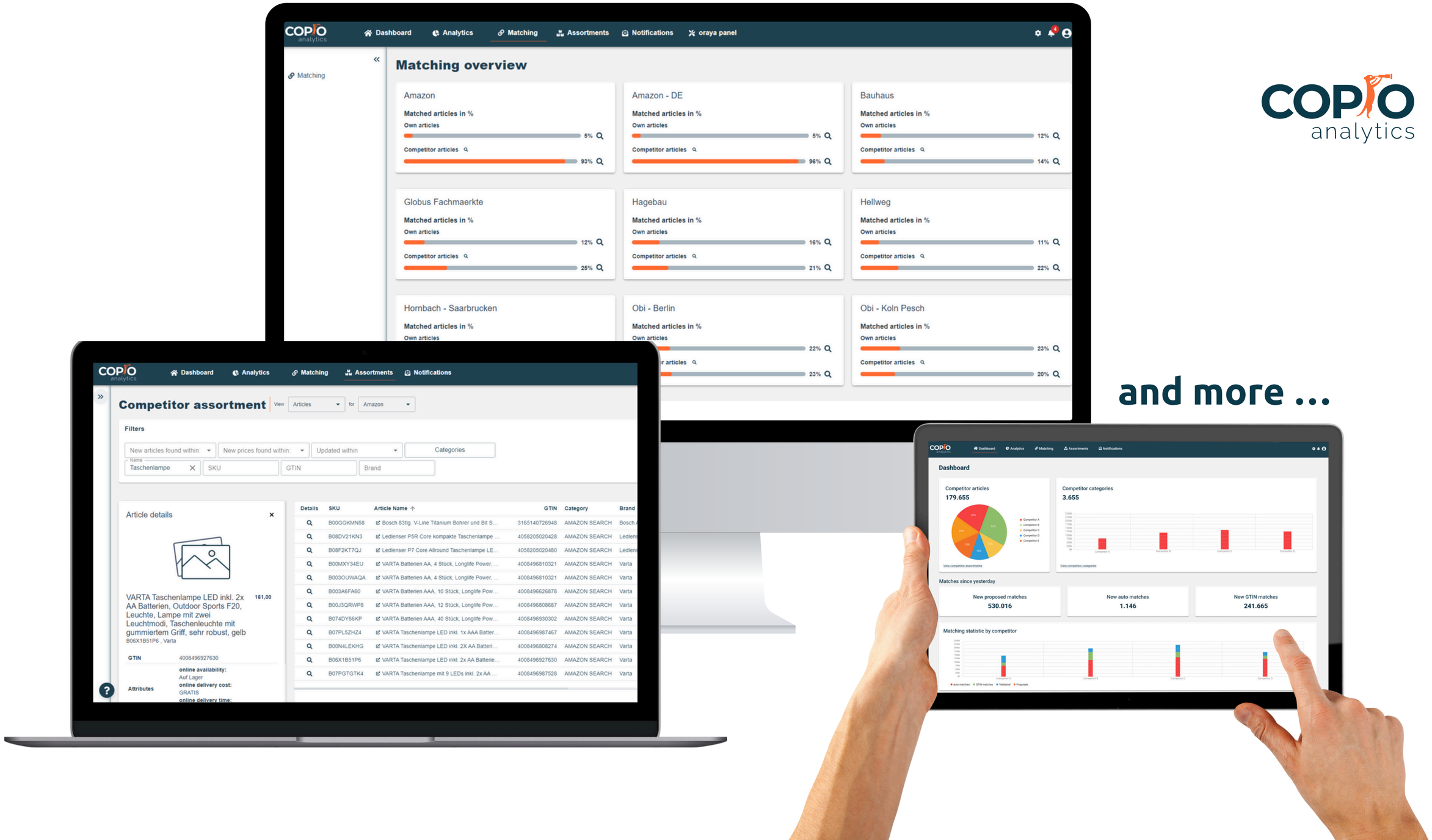
COPIO analytics

Compare your assortments



COPIO analytics

Analyze price dynamics



COPIO analytics

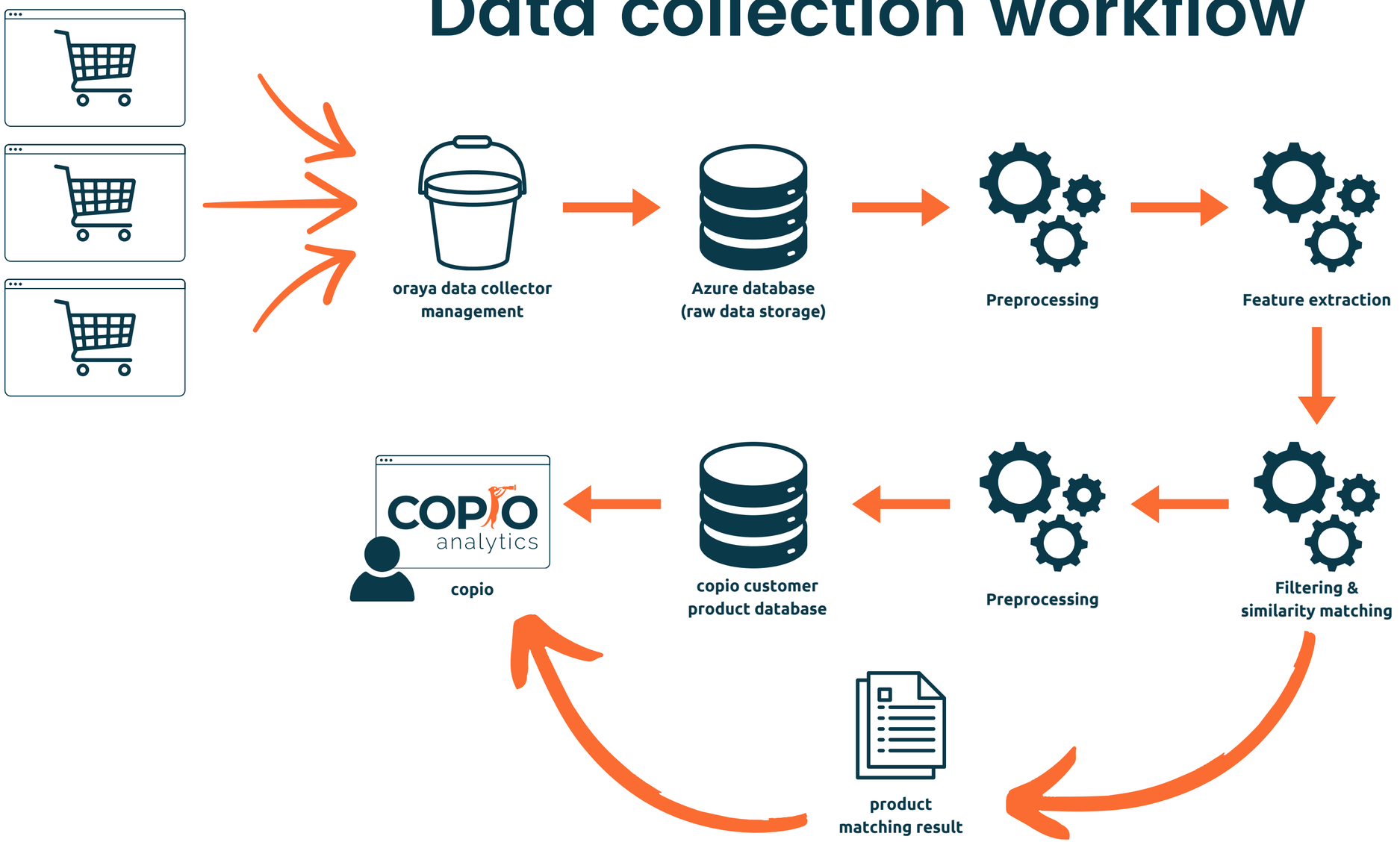
and more ...

COPIO analytics

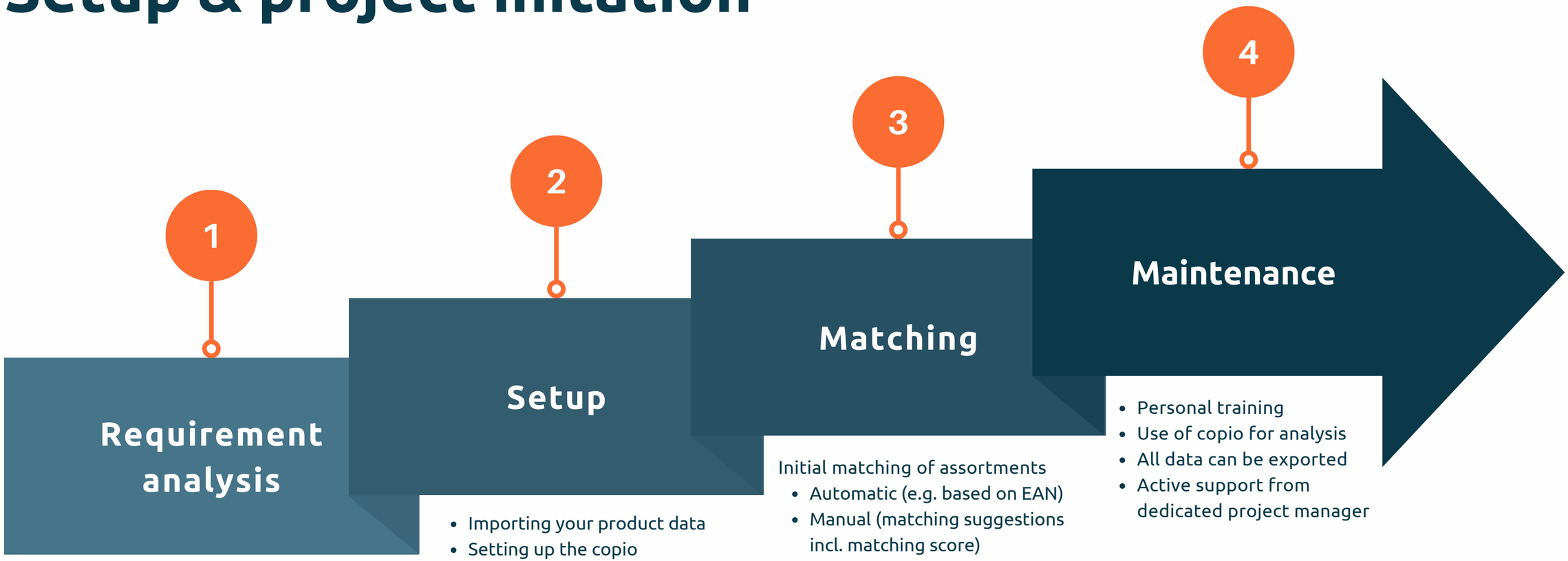
copio enables you to base
your **decisions** and **actions** on

market knowledge

Data collection workflow



Setup & project initation



- Definition of web shops
- Definition of the relevant product ranges
- Definition of the relevant data
- Definition of selection frequency
- Checking the target papers

- Importing your product data
- Setting up the copio instance
- Customising the crawlers
- Initial reading of the competitor's entire product ranges

Initial matching of assortments

- Automatic (e.g. based on EAN)
- Manual (matching suggestions incl. matching score)

- Personal training
- Use of copio for analysis
- All data can be exported
- Active support from dedicated project manager

Let’s take a look at RUPIO pricing

RUPIO pricing

rule-based **p**rice **i**nformation and **o**ptimization

- Generate hundreds of thousands of new prices with a button click
- Optimize your pricing strategy
- Competition based pricing

Why price management?

Revenue & margin optimization

Process automation for faster decision-making

Improved transparency

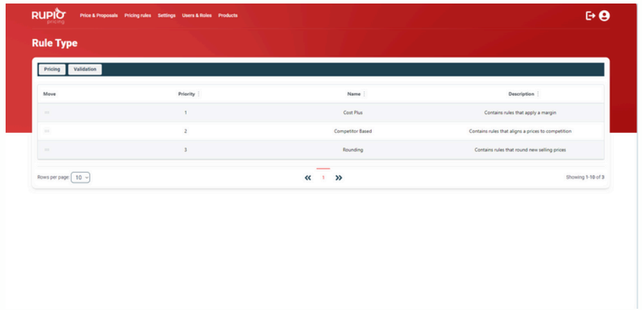
Why price management?

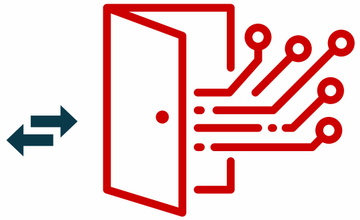
Traceability in the pricing process

More price adjustments throughout the product lifecycle

Strengthening competitiveness

Components





User interface

Where you access rupio

Backend

Where the calculations are done

API

Where the communication with other systems happen

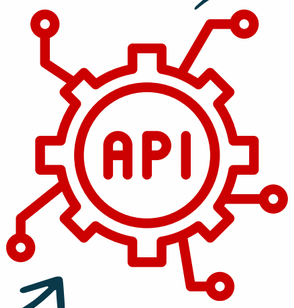
Data

Data stored in Microsoft Azure Cloud

Workflow

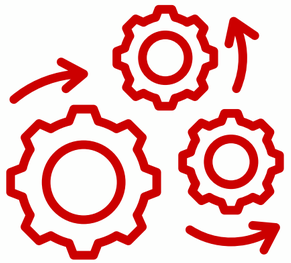
Product

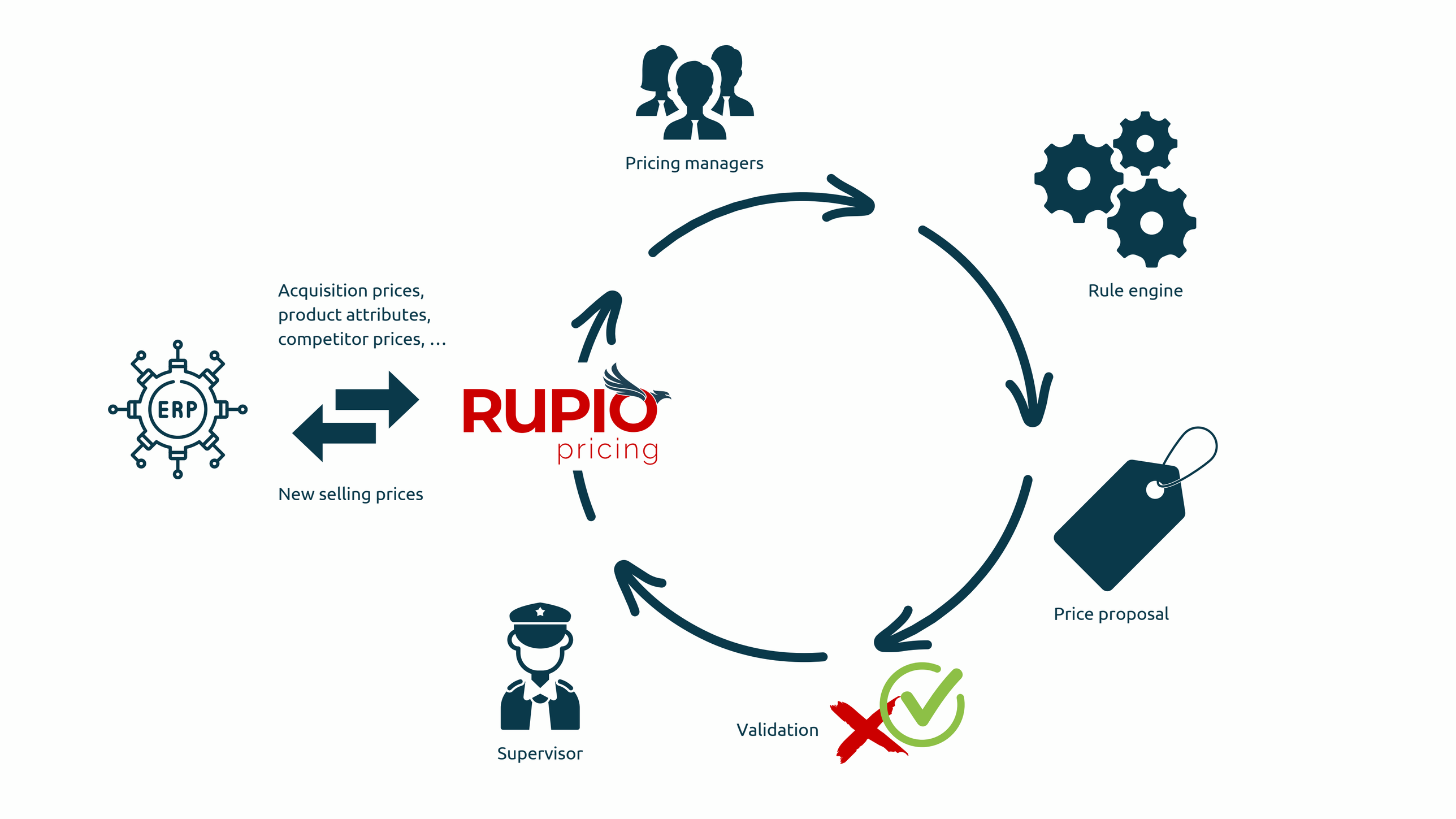
- Name
- Category
- Product Code
- GTIN
- Brand
- Product Type
- Quantity
- Acquisition price
- Current price

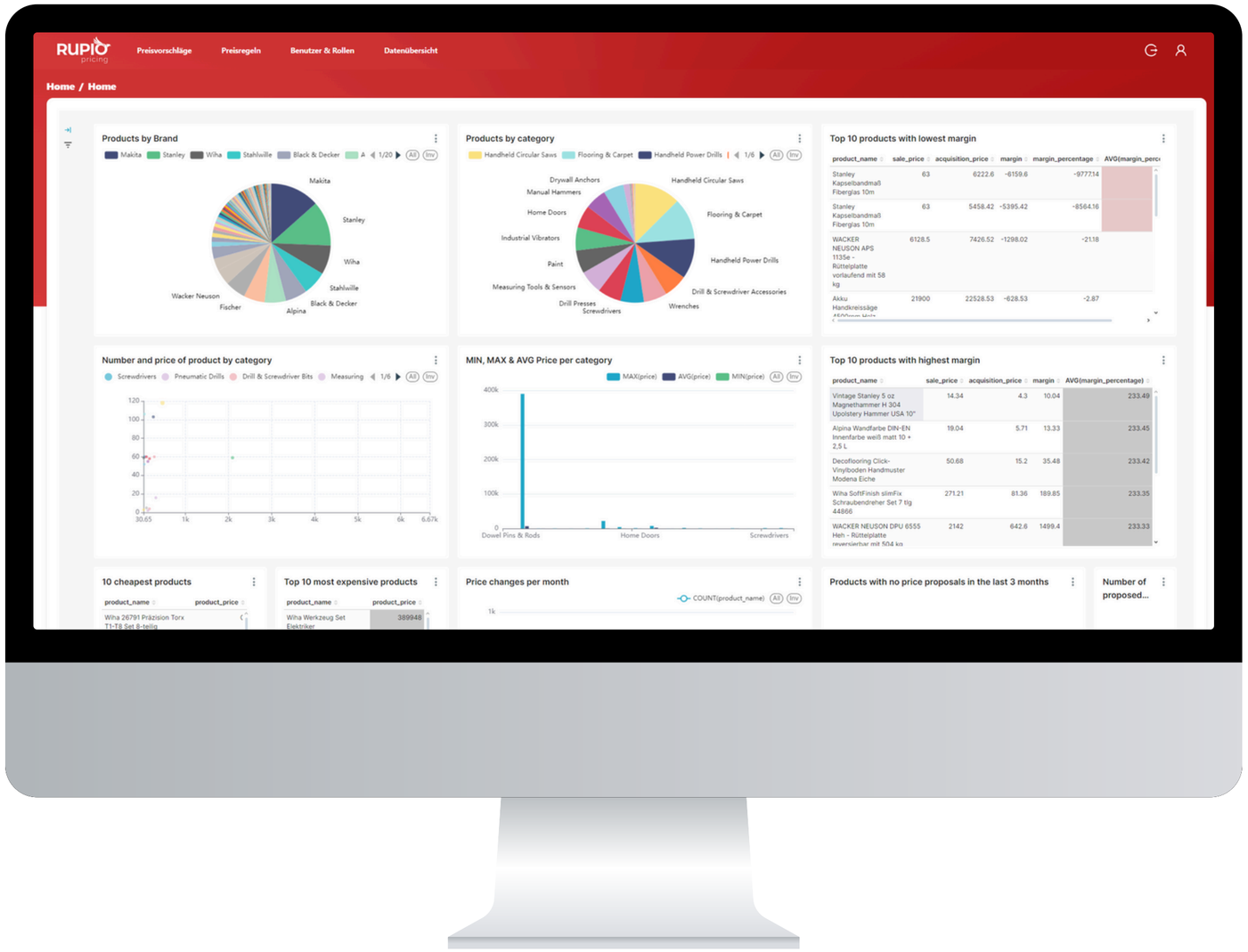


rupio

Generate proposal

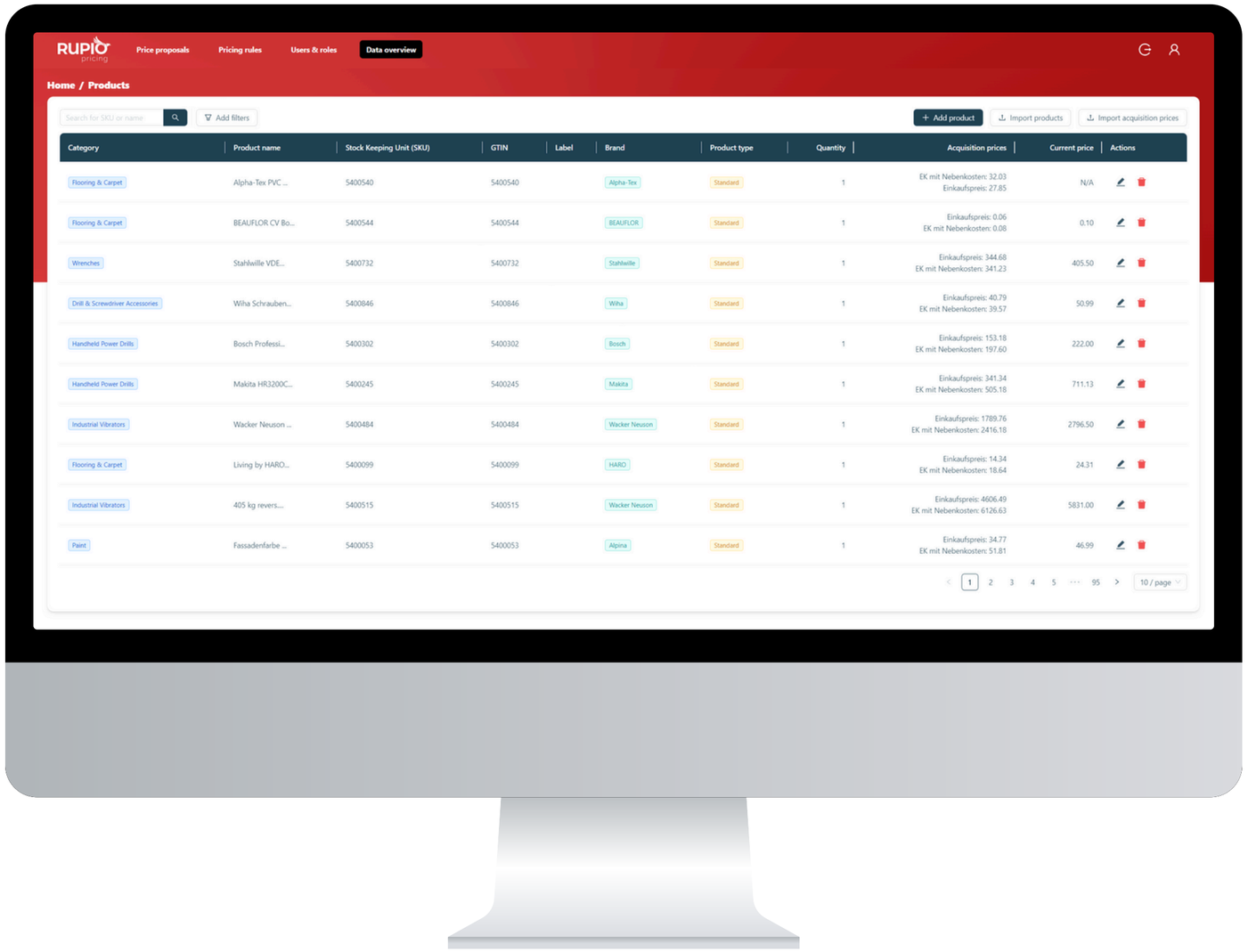



Pricing managers
Rule engine
Price proposal
Validation
Supervisor
RUPIO
pricing
ERP
Acquisition prices,
product attributes,
competitor prices, …
New selling prices



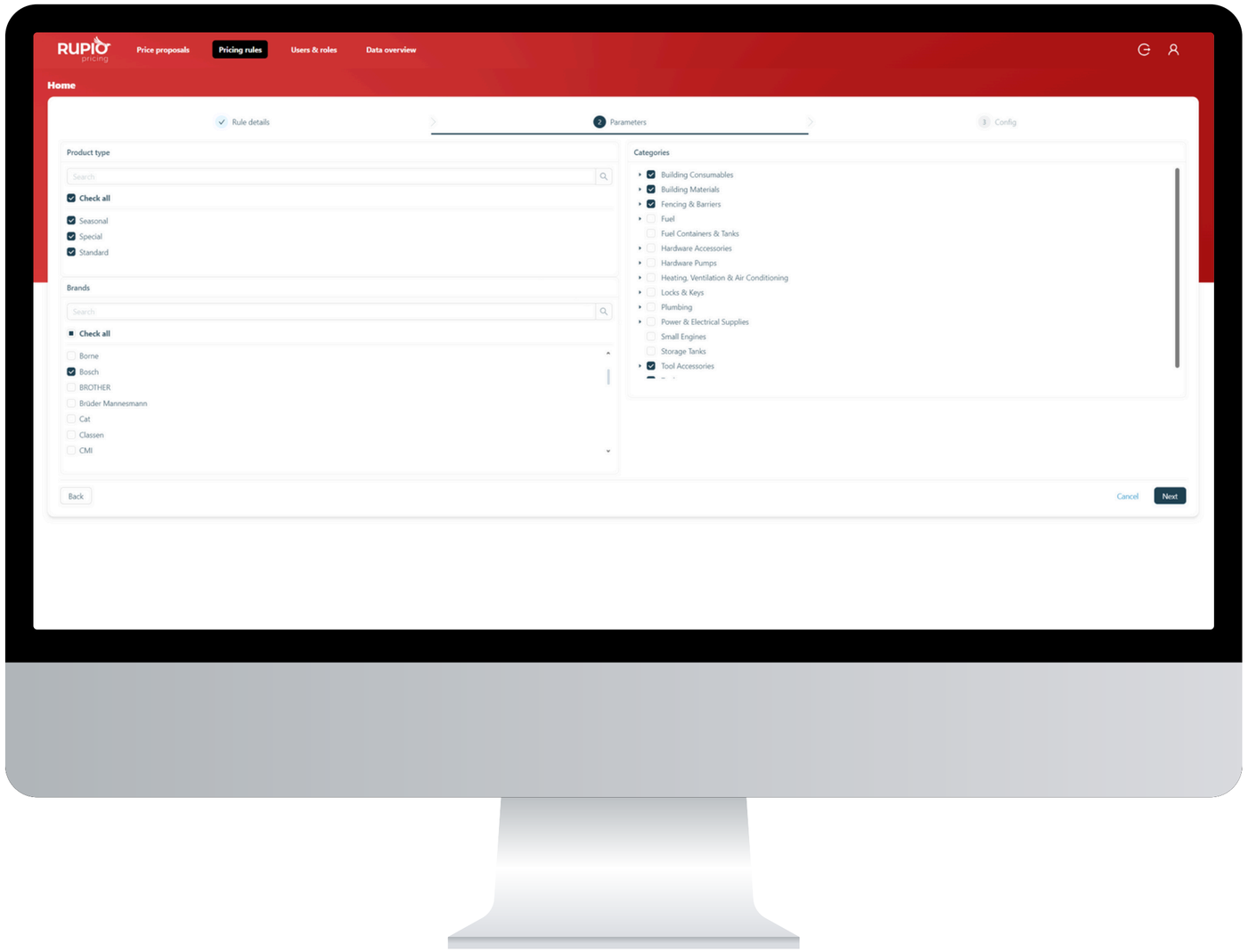
RUPIO pricing

Customizable dashboard



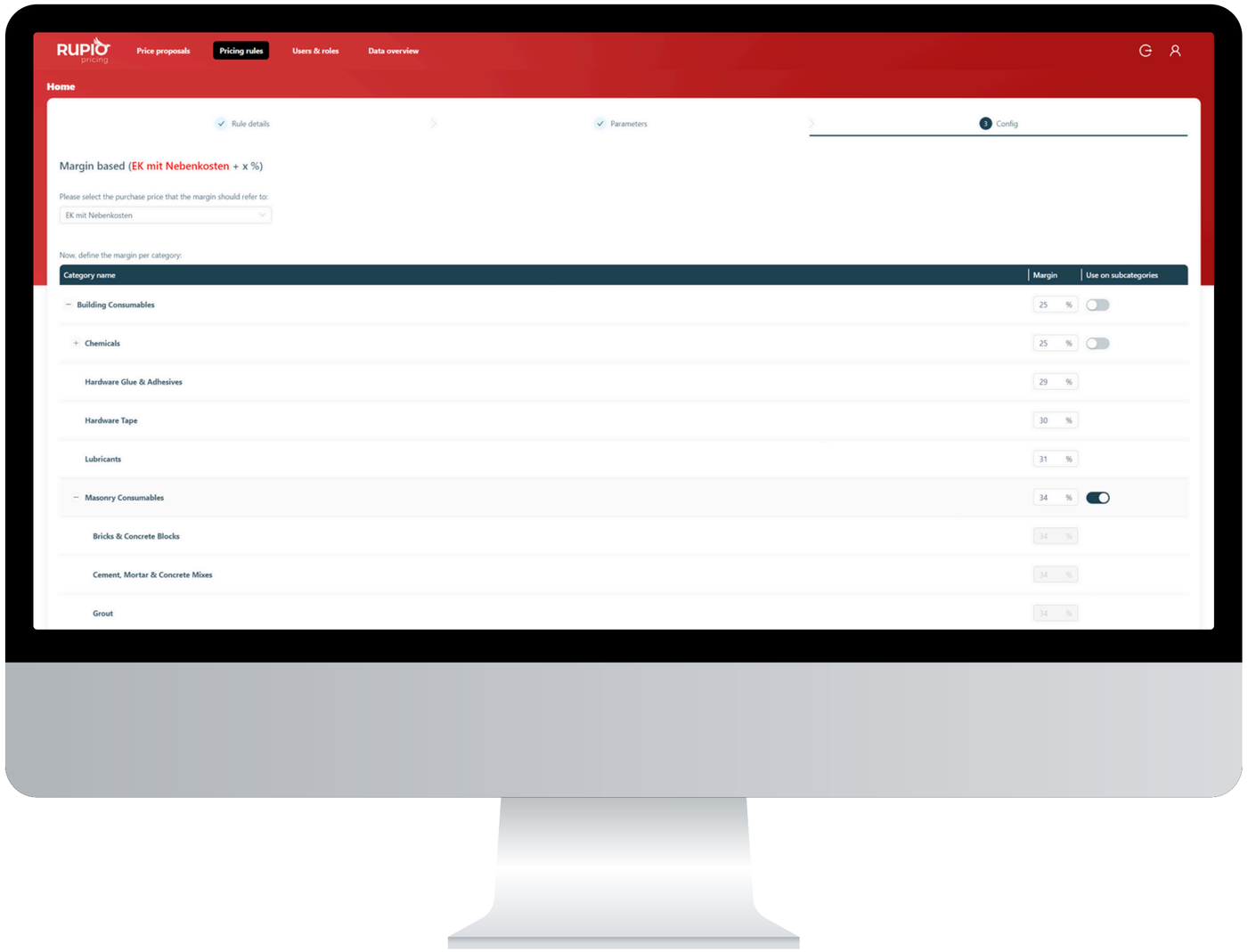
RUPIO pricing

Manage your assortment



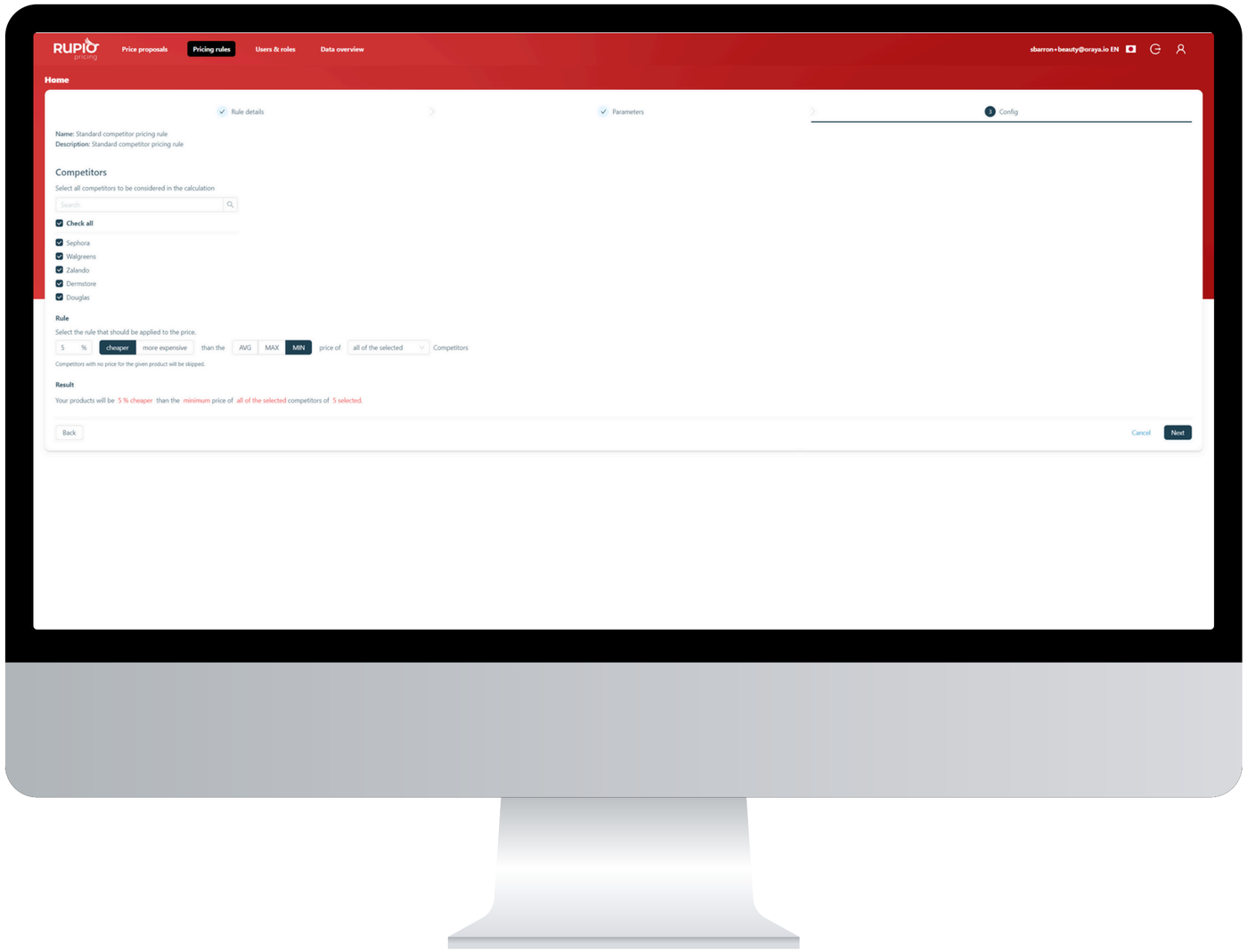
RUPIO pricing

Define pricing rules



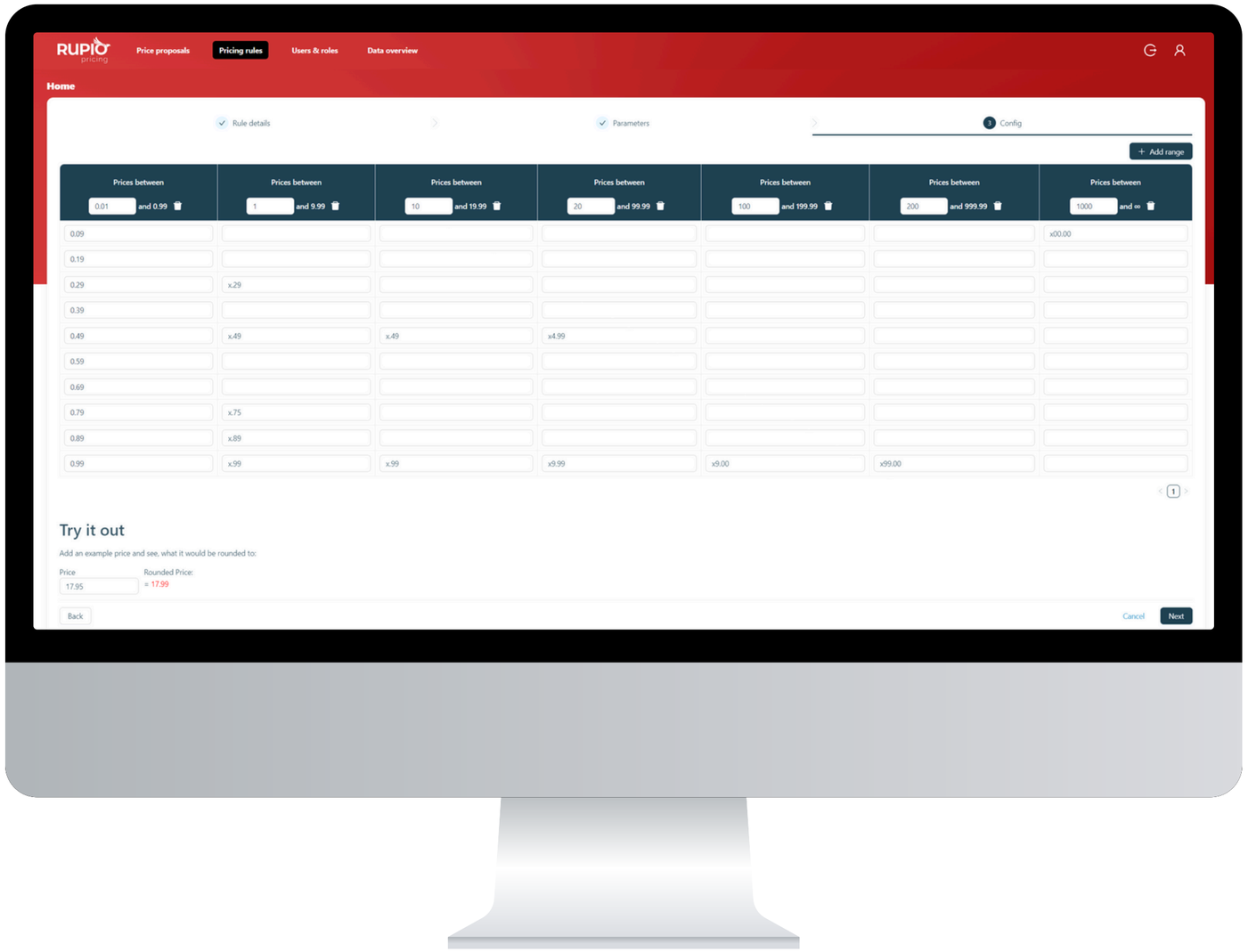
RUPIO pricing

Define margins



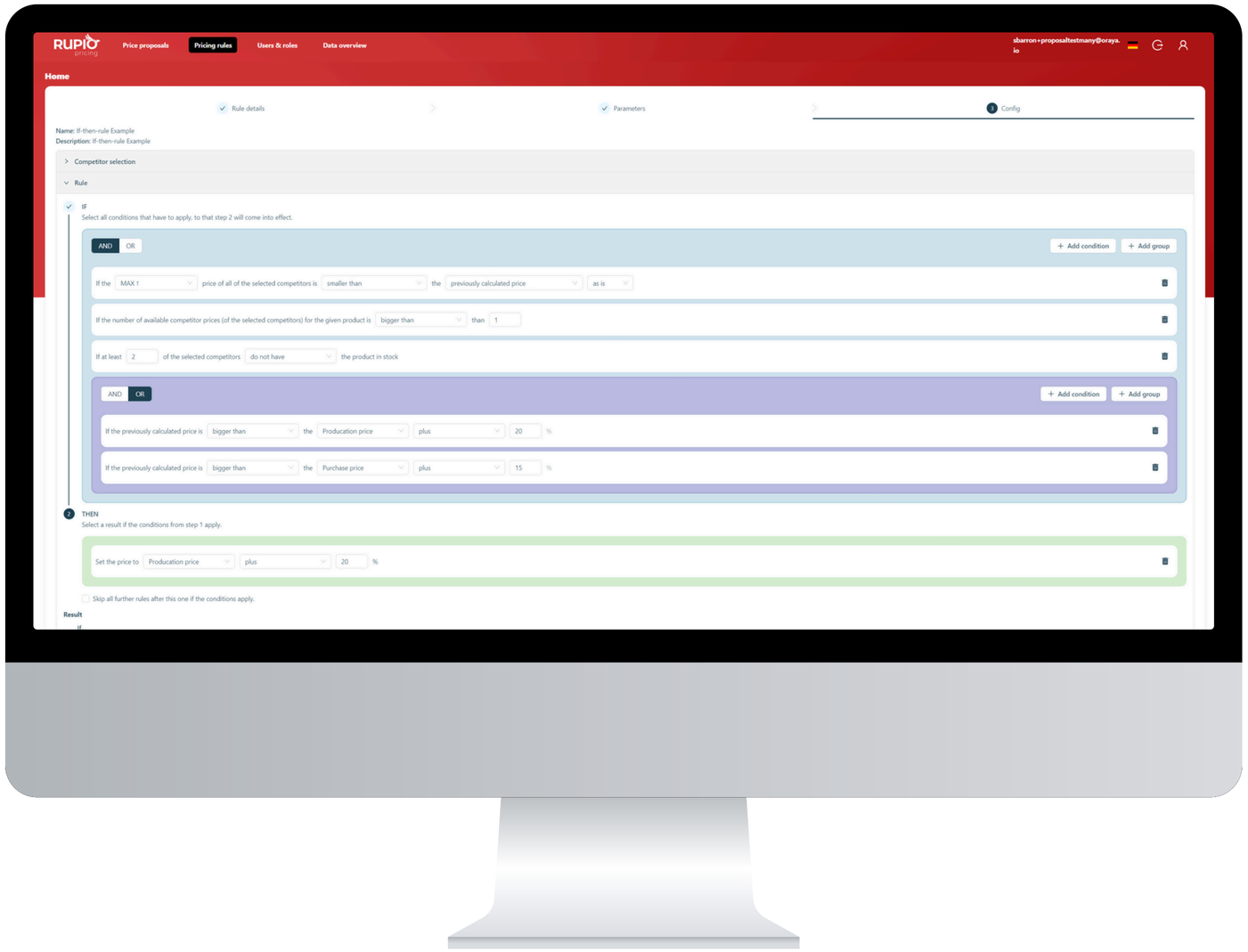
RUPIO pricing

Competitor based rules



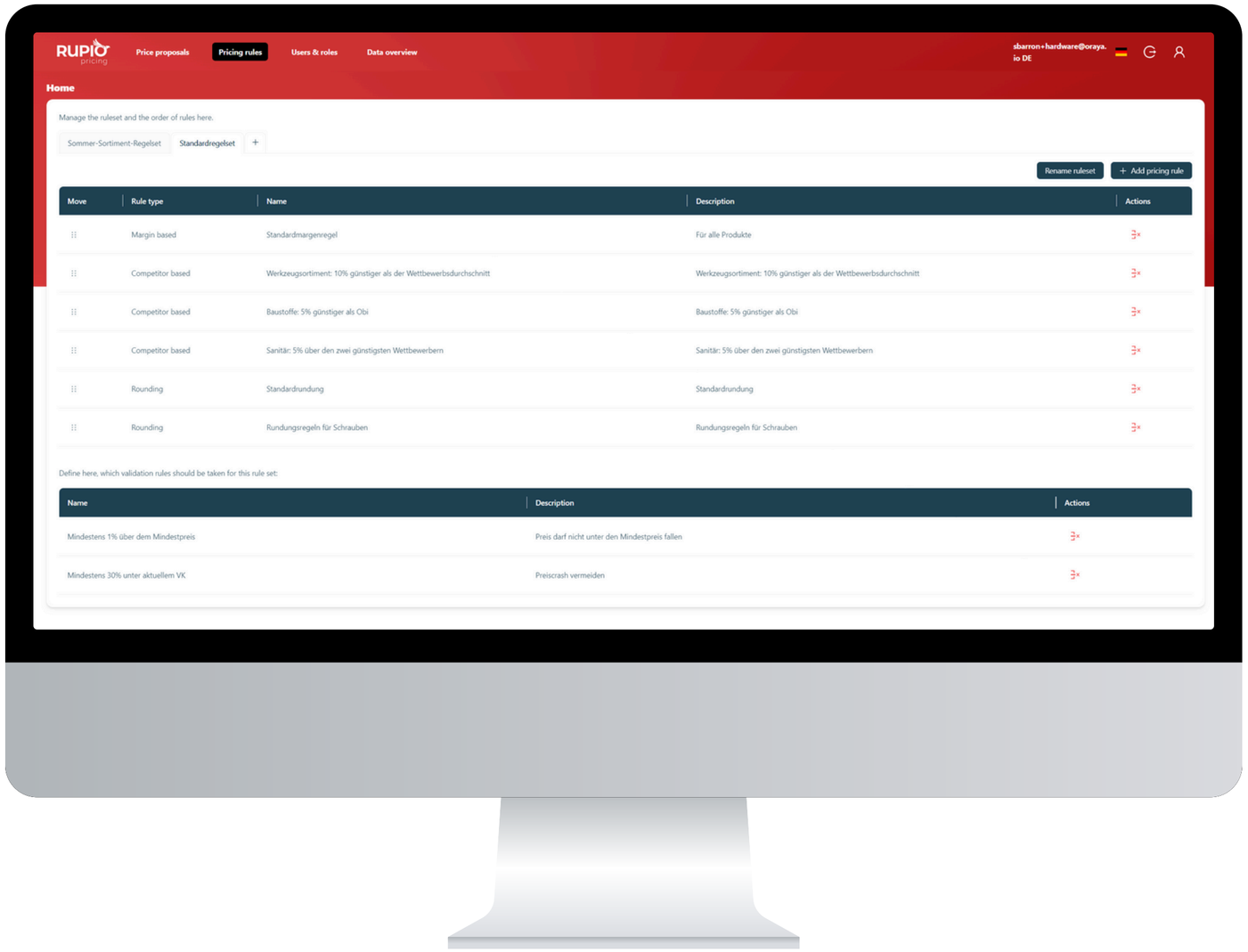
RUPIO pricing

Rounding rules



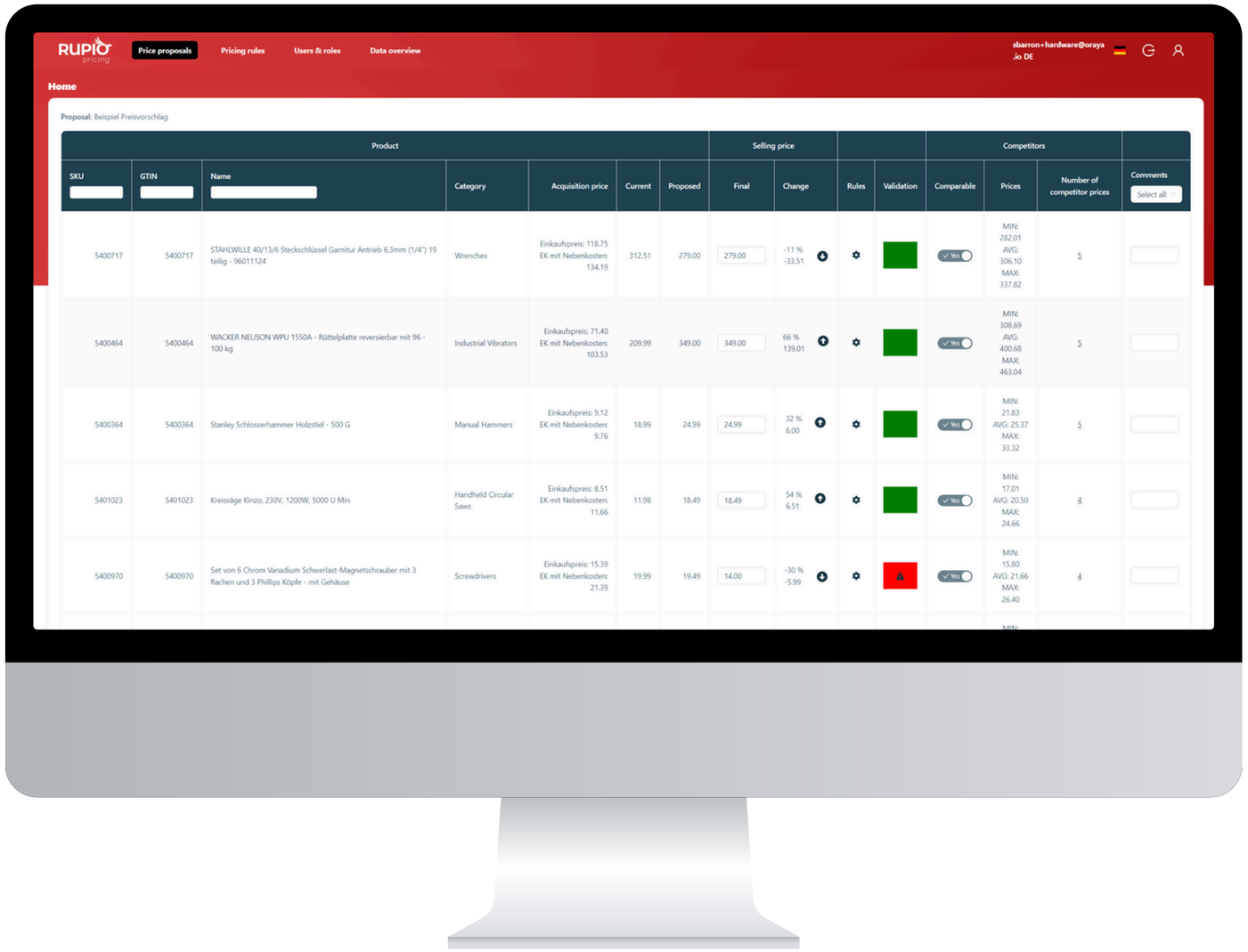
RUPIO pricing

If-then rules



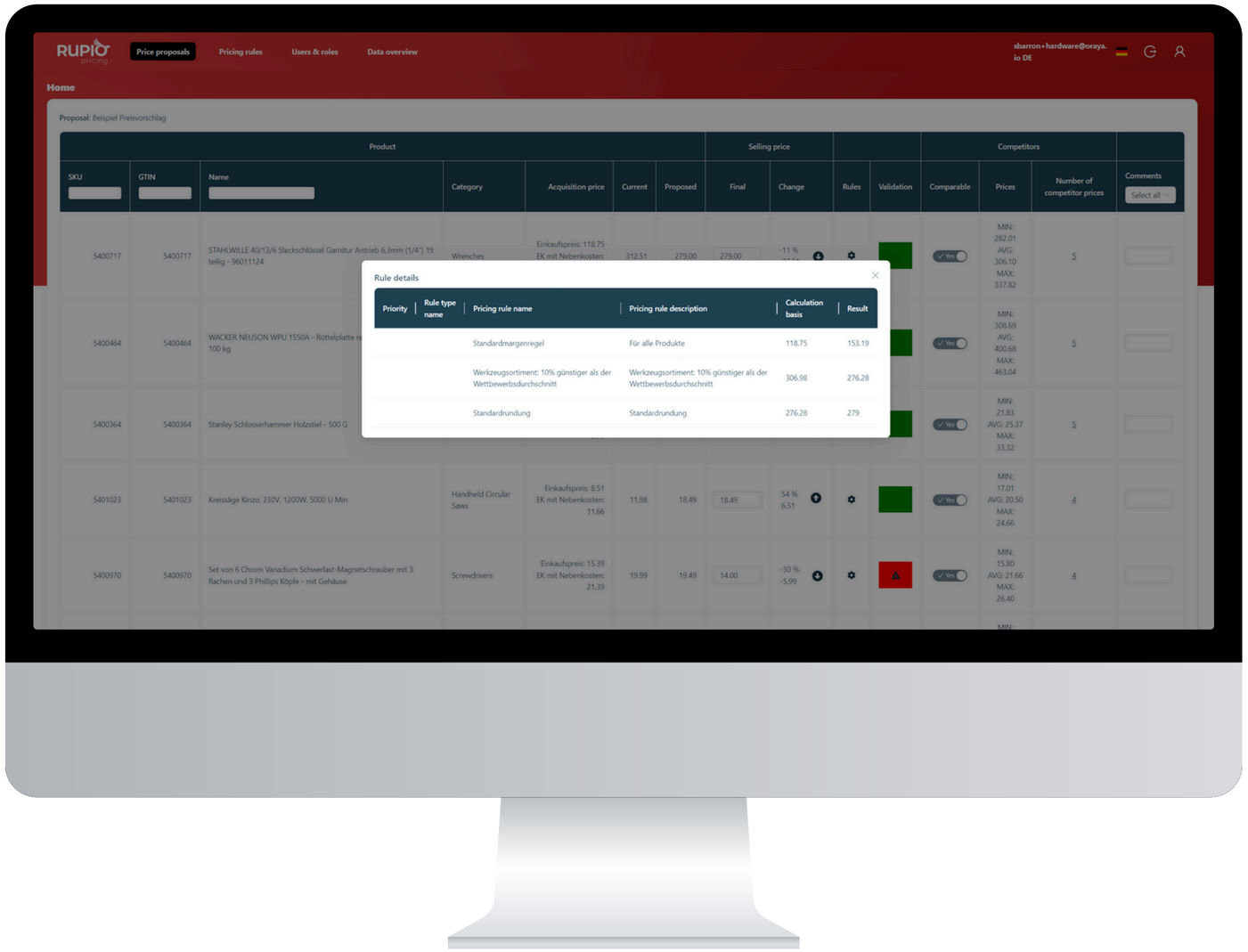
RUPIO pricing

Create rule sets



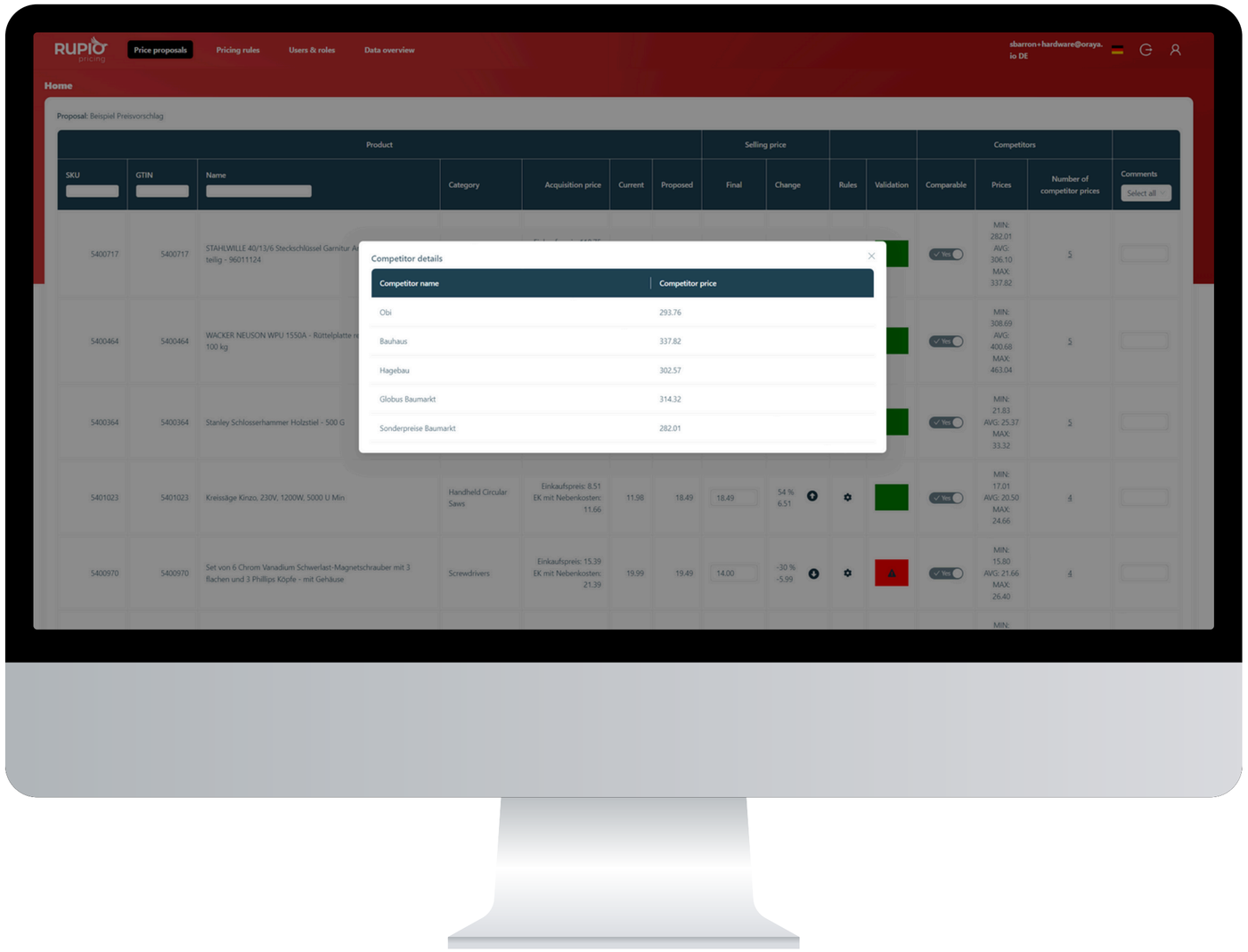
RUPIO pricing

Edit price proposals



RUPIO pricing

Edit price proposals



RUPIO pricing

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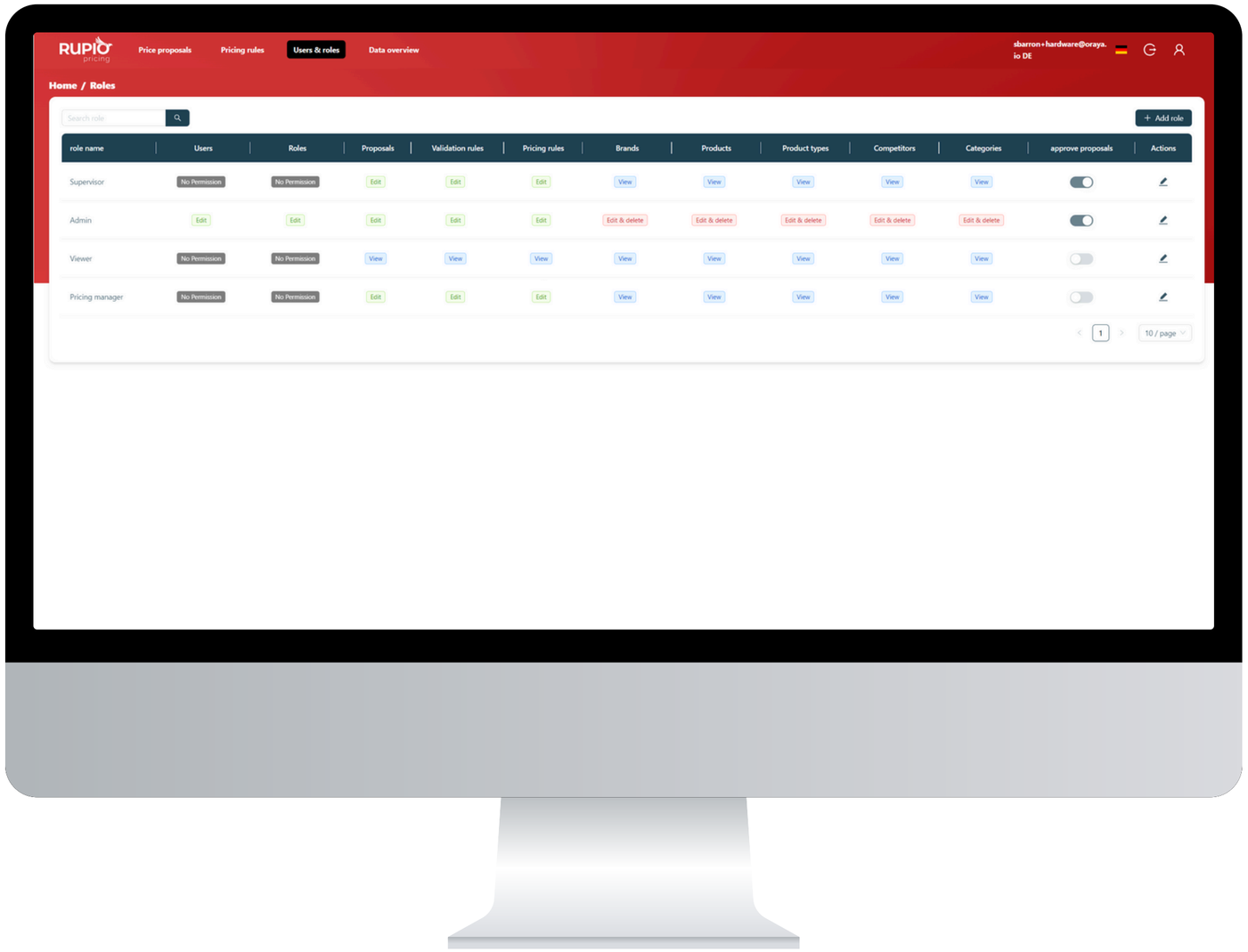


RUPIO pricing

Role management

API

RUPIO pricing

Swagger
Supported by SMARTBEAR

Rupio API 1.0 OAS 3.0

Rupio API

Session Session management

- POST `/api/v1/session` Create Auth Token
- GET `/api/v1/session` Get Session Details
- DELETE `/api/v1/session` Invalidate Session

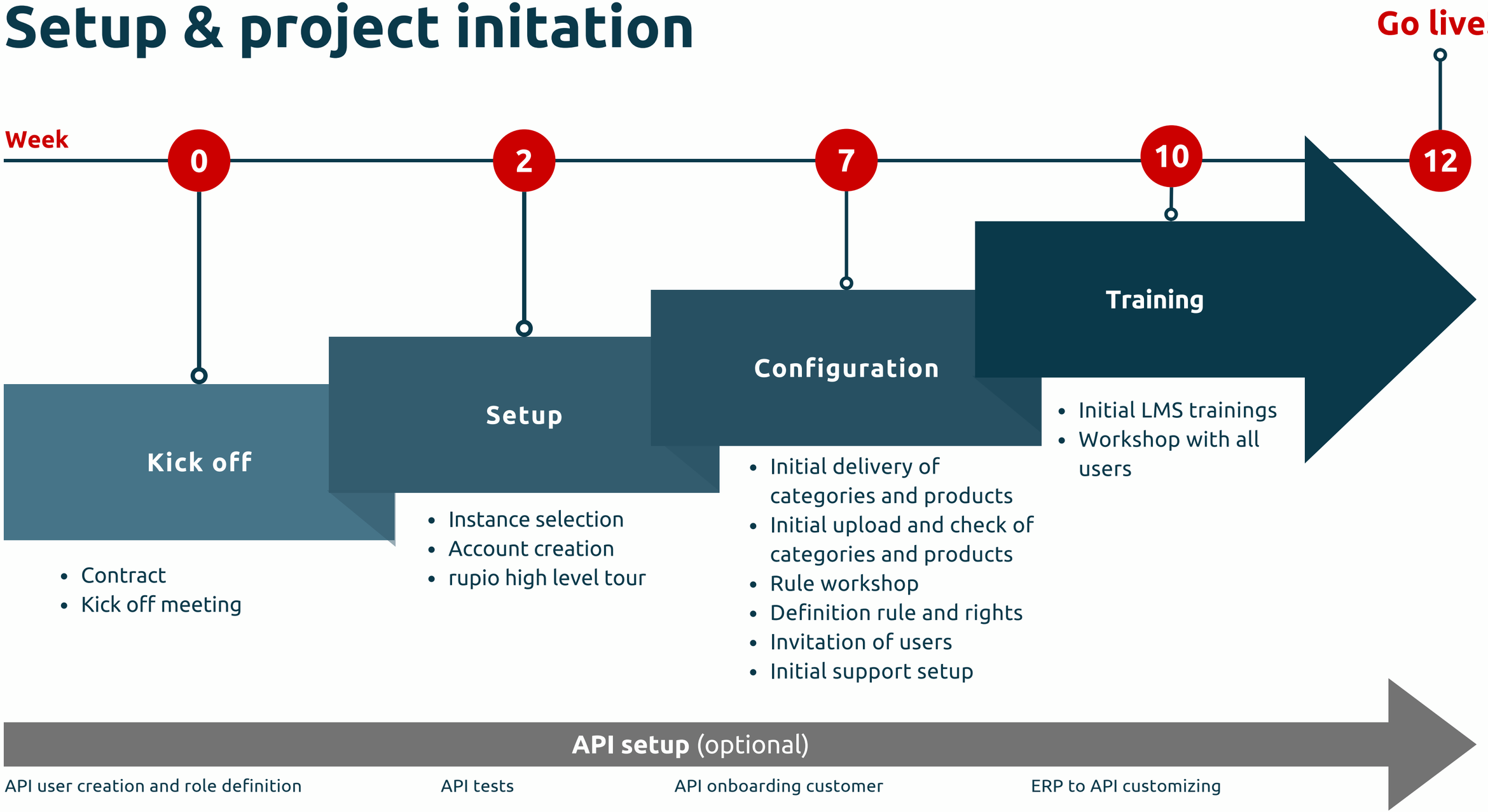
Product Type Product Type management

- GET `/api/v1/product-type` List all ProductTypes
- POST `/api/v1/product-type` Create new ProductType
- GET `/api/v1/product-type/{id}` Get single ProductType
- PUT `/api/v1/product-type/{id}` Update single ProductType
- DELETE `/api/v1/product-type/{id}` Delete single ProductType

Competitor Competitor management

- GET `/api/v1/competitor` List all Competitors

Setup & project initation



Looking forward to support you!

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