



pricely

Price & Assortment Optimisation Software for Retailers

Rise your profitability with Pricely

Pricely encapsulates AI techniques & expert domain knowledge into compact IT tool ready for

OPTIMISING:

Regular prices

- Increase total margin
- Ensure product availability

Promo prices

- Increase the value of purchasing basket
- Increase the number of clients
- Refrain from lowering prices too much

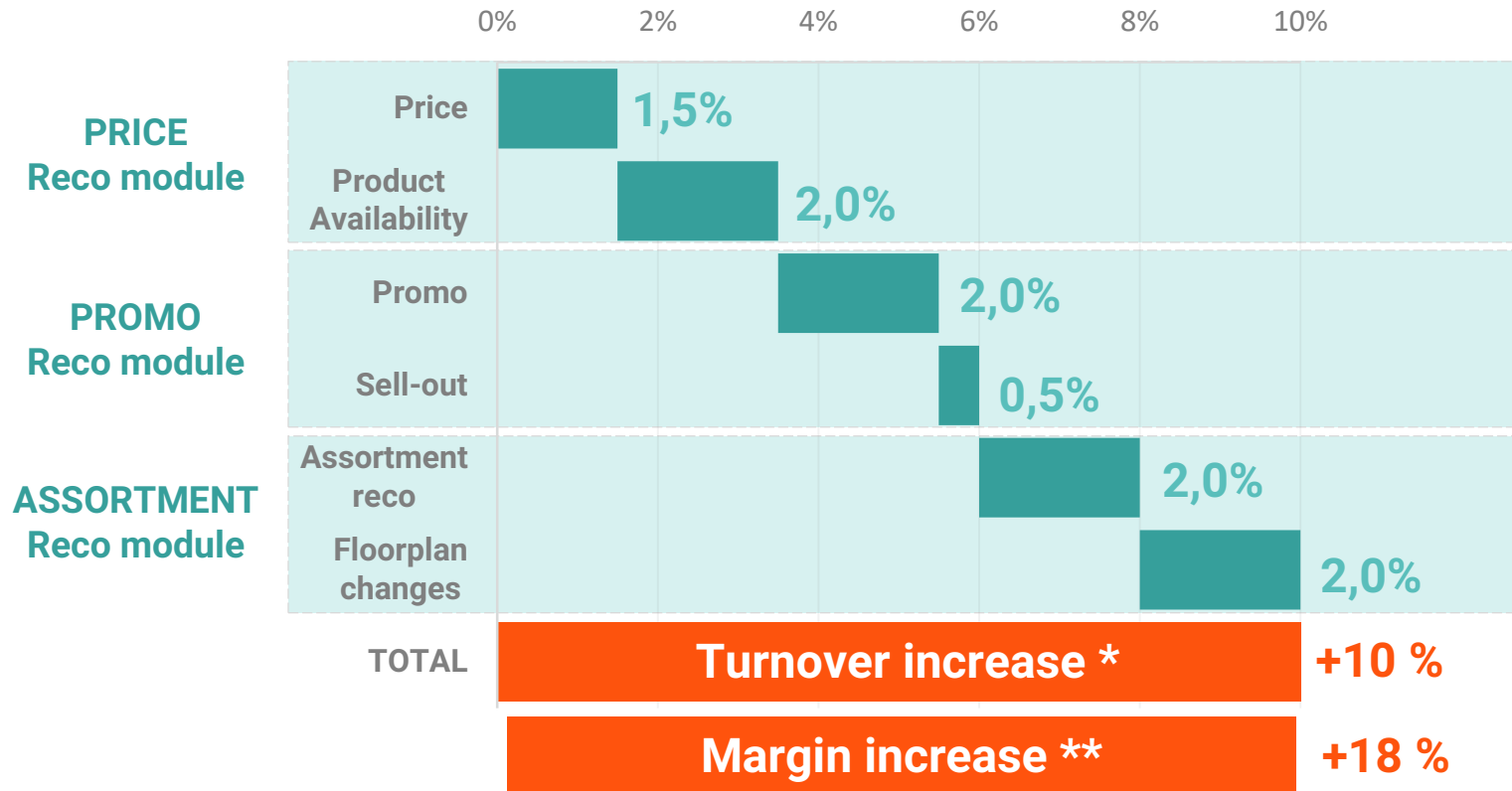
Sellout prices

- Release cash by reducing the stock of low rotating products
- Unblock shelf space for new products

Assortment

- Adjust range of products: to customer needs, to size of stores and to local environment

Benefits of PRICELY implementation



* Maintaining current margin levels.. ** While maintaining price positioning vs competition

Current approach:

PRICELY approach:

Tool



Excel Files

Still dominating tool among Retailers



Intuition / experience based decisions

Cost plus / Price follower logic; Merchandising Logic



SaaS tool

Highly secure, Scalable, based on Microsoft Azure Cloud



Rule based scenarios

User can determine his own price calc path using rules and +100 params

Pricing



Little use of retailers data

Laborious continuous data extraction



Tedius preparation for simulation

Time consuming data preparation



Optimal Prices using Mathematical model

On price changes; BigData, Machine Learning



Automation of Price simulations

Integration with customer databases and ERP systems; Schedulers

Assortment



Assortment driven by suppliers

Difficulty in understanding some products in the assortment



Manual Assortment Revision

Missing frequent revisions due to lack of time & automation



Assortment adapted to customer needs

Transparency in the SKU selection, knowledge-based & justified decisions



Frequent Assortment Revision

Frequent revision of the range, changes recommended with justification

Simulation & Testing

The power of math modelling

- Scenarios, Simulations, Comparisons
- Forecast: Reve, Margins, Volumes
- Find best setups of calc rules

LIVE Price & Assortment Management

Process automation

- Schedule recommendation calcs
- Schedule price deployments, balance daily load
- Initiate assortment changes

Rich Analytics

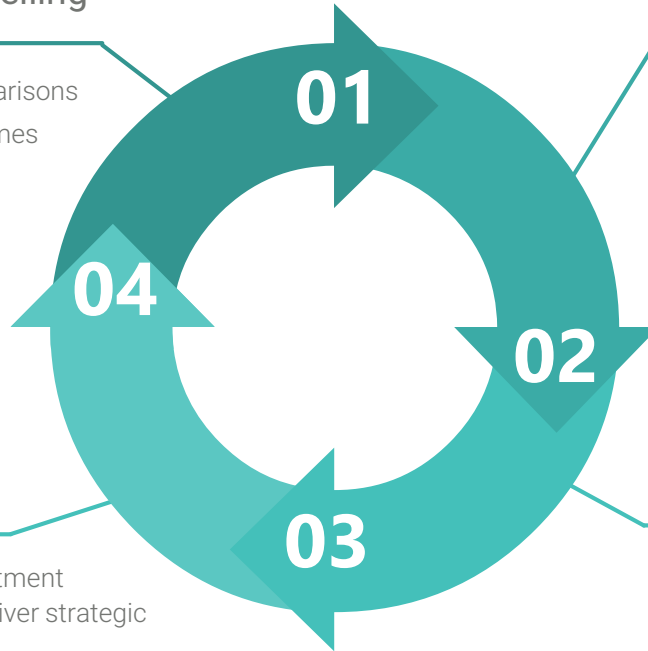
The TRUE insights

- Understand how price & assortment leverage financial results & deliver strategic goals
- Get knowledge based justification for changes & improvements

Monitoring & Model Adjustments

Verification & Reactions

- Monitor, Merge data, Identify new trends
- Send alerts
- Adjust math model





**Simulations
& Forecasting**



**Advanced
reporting**



**Multiple precise
data sources**



Set-up



6 - 8 weeks

**Secure Environment
for customer**

Data Integration
(incl. ETL filters)

Initial scenarios
(rules & parameters)

Proof of Concept



2 - 3 months

KPI Definition

Selected
Stores & Categories

**Contract Signature
(upon KPI delivery)**

Deployment



Contract for 1÷2 years
or permanent

R&D:
scheduled & customised

SLA:
cloud & maintenance

**Subscription:
fixed rates / profit share**



- **Azure cloud Technology**
- **Co-Sell Program for CEE**



- **Startup Collider Program**
- **Sales cooperation in CEE**
- **Consultancy Experts**

On the way:

- **Retail IT provider (Top Worldwide)**
Partnership in 24/7 incident management for CEE, Russia, and CIS
Partnership in offering Pricely product to Partner's customers



CEO

Cezary Kosiński

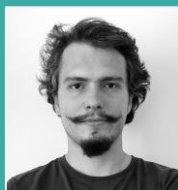
BD Manager. Experience in delivering IT Solutions and consultancy to Retail, Banking and Public Sector in CEE & MEA (+20Ys); PhD in technology (AI).



Pricing Expert

Anna Soroka

Pricing Strategy Expert. +10Ys experience as a consultant at e.g. Simon-Kucher & Partners and manager e.g. the prices of the leading product category at Shell.



Data Scientist

Michał Dębski

Gandalf - Leader of Math Model development team. BI Expert, Database analyst, Developer of Algorithms.



CTO

Bartosz Mosica

IT architect and project manager with +15Ys of experience in designing and implementing IT solutions for companies in the commercial, financial and insurance industries.



COO

Marcin Dobek

Advisor & manager of product categories in modern Retail (+18Ys). Experience in Carrefour and Casino Group in Poland & France. Co-founder & Director at TakeTask – price research agency;

+10 persons in IT team:
developers, QA, maintenance

+4 persons in business team:
CFO, business administration, IR



Designed for Retailers

Most of retailers still work with spreadsheet like tools

Pricely is an easy & intuitive solution for any Retailer seeking improvements in assortment & price management



Modern & Secure Technology

High Level of Data Security

Scalable cloud technology

Modern Pricing incorporates modelling and forecasting consumer demand with Big Data & AI Technics



Rule based scenarios

Configurable scenarios

Combines traditional rules of pricing with modern math modelling

Automatic price deployments and monitoring via physical integration to Retailer's core IT infrastructure



Quick Implementation

Easy setup

Proof Of Concept test before deployment

Flexibility in business model: Subscription fees are linked to achievements of KPIs



High Capacity & Competence

Dynamic & experienced team based in Poland;

CEE Partnerships with:





Manage price efficiently

Direct Contact



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