

AI-NATIVE MARKDOWN OPTIMIZATION

MAXIMIZE PROFIT AND PRODUCTIVITY

Automate markdown pricing and optimize inventory liquidation to achieve higher margins and efficient turnover.

DE-RISK INVENTORY INVESTMENTS

Reduce financial risks associated with seasonal and limited lifespan products through data-driven decision-making and precise pricing strategies.

BUILD CUSTOMER LOYALTY

Offer timely, competitive pricing that resonates with customers, fostering loyalty and repeat business.

ENHANCE STRATEGIC FLEXIBILITY

Leverage robust analytics and scenario simulations to quickly adapt to market changes, ensuring your pricing strategies remain effective.

Maximize profits and minimize risks by automating markdown pricing and offering data-driven insights. It enables precise pricing, either by location or chain-wide, with continuous learning and auto-remodeling capabilities. It supports simulations, scenario analysis, and cross-channel strategies, ensuring optimal inventory turnover, higher margins, and proactive, trend-aware decision-making.

KEY FEATURES

• **Powerful Granular Modeling:**

Conduct granular level modeling and analysis to find the best price, whether by location or by chain, achieving the highest possible margin return on remaining inventory.

• **Analytical Hierarchy:** Driven by an analytical hierarchy for better demand modeling and a flexible rules engine, reducing the workload and burden of price rule configuration.

• **Automated Markdown Pricing:** Automate key elements of markdown pricing, from product eligibility, price rules mapping, maintaining a budget,

auto-approval, and final integration to reporting and price execution.

• **Simulation and Scenario Support:**

Whether its running a quick simulation on different options or supporting a full re-run and pricing comparison of different strategies across the business, the solution supports a wide range of what-if processes.

• **Integration with Digital Wave's ONESM Platform:** Efficiently integrate markdown pricing with other key elements of your business, such as allocation decisions, fulfillment options, or even cross-channel return policies and impacts.

DISTINCT ADVANTAGES OF DIGITAL WAVE

Unlock the full potential of your markdown strategies with the ONE Platform, where unified data, tailored solutions, and future-readiness converge to revolutionize your approach to inventory management and pricing.

UNIFIED DATA FOR COMPREHENSIVE CONTROL

Our platform integrates markdown optimization with your entire business ecosystem, ensuring that your pricing strategies are informed by a cohesive and comprehensive view of your data. With real-time visibility into how markdown pricing impacts inventory turnover, allocation decisions, and overall profitability, you can make informed, data-driven choices that align with your strategic goals.

TAILORED SOLUTIONS WITHOUT CUSTOMIZATION

Markdown optimization demands precision and adaptability to effectively manage inventory and maximize margins. The ONE Platform provides a high degree of configurability to meet your unique pricing needs without the complexity of traditional custom solutions. From automated markdown pricing to flexible scenario simulations, our platform is designed to adapt to your specific processes, allowing you to optimize pricing strategies and inventory liquidation efficiently.

FUTURE-READY FOR EVOLVING MARKETS

Stay ahead of market trends and adapt swiftly to changes with our future-ready platform. The ONE Platform supports continuous learning and auto-remodeling capabilities, ensuring that your markdown strategies remain effective and relevant. With advanced analytics, scenario analysis, and cross-channel integration, you can swiftly respond to market dynamics and optimize pricing for maximum profitability and customer engagement.

ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's ONE Platform is the only AI-native rapid development platform with Product Data Intelligence at its core that offers enterprise content management and marketing solutions (Master Data Management, Product Information Management, Product Experience Management, and GenAI capabilities) alongside merchandising solutions (Financial Planning, Assortment Planning, Allocation, Replenishment, Purchase Order Management, Lifecycle Pricing, Promotion Planning and Optimization, and Deal Management).

The AI-native ONE Platform provides a single integrated analytical platform that offers large enterprises packaged and extensible applications, as well as the flexibility for rapid development of new solutions. We give global enterprises a competitive edge, including companies in consumer industries such as retail, consumer goods, and healthcare.



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