

PRICE OPTIMIZATION FOR GROCERY

MAXIMIZE MARGINS

Use AI and elasticity modeling to deliver optimal base prices that capture shopper demand and protect profitability.

COMPETITIVE AGILITY

Continuously benchmark competitors and react to market shifts, so every item remains aligned competitively.

DELIVER SHOPPER-CENTRIC VALUE

Create role-based strategies for KVIs, private labels, and regional mixes that reflect loyalty behavior and value perception.

ACCELERATE PRICING EXECUTION

Automate workflows and price updates across stores, Ecommerce, and loyalty apps for faster, consistent execution at scale.

Grocers today face unrelenting price pressure, thin margins, and ever-shifting competition. Manual rules and outdated systems can no longer deliver precision, speed, or consistency. Digital Wave's AI-native Price Optimization solution, built on the ONESM Platform, transforms pricing from a reactive task into a proactive growth engine. It empowers grocers to make accurate, data-driven pricing decisions that balance loyalty, competitiveness, and profit across every channel.

KEY FEATURES

- **AI Price Recommendations:** Calculate base prices with demand elasticity, competitive data, and rules for every SKU and channel.
- **Scenario Testing and Governance:** Run "what-if" pricing scenarios, apply overrides, and maintain audit-ready transparency with workflow controls.
- **Role-Based Grocery Pricing:** Define strategies for KVIs, private labels, convenience, and regional assortments that align with customer expectations and margin goals.
- **GenAI Attribute Enrichment:** Create and validate category-level dietary, sustainable, and localized attributes to lift discoverability and personalization.
- **Agentic AI Automation:** Streamline approval workflows, execute category updates, and orchestrate cross-functional tasks with governance-first automation.
- **Dynamic Category Dashboards:** Monitor KPIs, sales velocity, and performance trends to identify and act on underperforming products instantly.
- **Omnichannel Synchronization:** Align assortments across physical stores, Ecommerce platforms, and marketplaces via API integration.

DISTINCT ADVANTAGES OF DIGITAL WAVE

Digital Wave's Price Optimization solution delivers connected intelligence that empowers grocers to lead with confidence. By aligning product roles, shopper insights, and competitive data within the ONE Platform, pricing decisions become faster, smarter, and more profitable—across every store, channel, and loyalty touchpoint.

UNIFIED DATA FOR ACCURACY

Digital Wave's Price Optimization solution eliminates fragmented pricing tools by embedding pricing intelligence directly into the ONE Platform. Every decision is powered by clean, governed master data and synchronized across pricing, promotion, and category management for consistent, compliant execution.

TAILORED FOR GROCERY PROFITABILITY

Purpose-built for grocery leaders, the solution supports high-volume, high-velocity pricing across banners and channels. It incorporates unique grocery dynamics—perishables, regional pricing, loyalty programs, and private labels—without the cost or complexity of custom development.

FUTURE-READY INTELLIGENCE

As part of the AI-native ONE Platform, this solution combines AI, GenAI, and Agentic AI to continuously learn and improve pricing precision. It enables real-time adaptation to shopper behavior, competitive movement, and market change turning pricing into a strategic lever for growth and differentiation.

ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's AI-native ONESM Platform is the foundation for trusted data, intelligent automation, and scalable growth. With a Master Data Management (MDM) core and powered by Native AI, Generative AI, and Agentic AI, the ONE Platform unifies enterprise data and execution to help organizations accelerate innovation and achieve measurable business impact.

Every workflow, model, and decision runs on clean, governed data. With built-in Rapid Application Development, teams can build or extend enterprise solutions in days while maintaining control and compliance. Data Science Studio allows enterprises to develop, train, and operationalize AI models directly within the platform, eliminating silos and reducing time to value.

Trusted by global enterprises, Digital Wave Technology delivers the agility, intelligence, and resilience needed to thrive in an age of constant transformation.



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