

AI-NATIVE LIFECYCLE PRICE OPTIMIZATION

ACCELERATED PROFITABILITY

Leverage native AI insights to rapidly identify and implement the most profitable pricing strategies across a product's life cycle.

MAXIMIZE REVENUE & MARGIN

Optimize pricing decisions at every stage, ensuring maximum revenue by aligning prices with market demand and competitive pressures.

RESILIENT COMPETITIVE GROWTH

Adapt to market changes and trends with real-time data, ensuring your pricing strategies keep you ahead of the competition.

CAPTURE GREATER MARKET SHARE

Utilize advanced pricing strategies to attract more customers and expand your market presence, securing a stronger foothold in the market.

Maximize profit across a product's entire journey. Our AI-driven predictive approach ensures optimal pricing strategies, empowering you to outpace the competition. By leveraging our tailored analytical platform, you gain unprecedented insights into your pricing strategy, uncovering opportunities for growth and efficiency and allowing you to be proactive with pricing strategies to achieve business value rather than being reactive to defensive to market pressure.

As an AI-native solution, Lifecycle Pricing quickly learns and adapts to changes and trends at both the product and macro levels. Our ONESM platform is continually self-learning, ensuring that lifecycle pricing remains ahead of the evolving challenges of the business.

With rapid time-to-value, complete transparency, and enterprise-level scalability, our solution future-proofs your business for the next decade and beyond enhancing profitability and market responsiveness at every stage

KEY FEATURES

- **Integrated Coordination:** Manage various pricing types across the entire sales lifecycle.
- **Unified Consumer Insights:** Gain a single view of demand and price response for better decisions.
- **User-Friendly Application:** Access in-depth reviews, simulations, and one-click strategy control of all your pricing activities.
- **Advanced AI Models:** Utilize automated AI and self-learning models to predict demand with granularity for every product and location combination.
- **Comprehensive Forecasting:** Leverage rich product attribution with the industry's most granular forecasting capabilities.
- **Market Responsiveness:** Responsive to market shifts, competition, and consumer behavior, ensuring optimal pricing.
- **Proactive Decisioning:** Make decisions today for what your business will need tomorrow.

AVAILABLE SEPARATELY OR AS PART OF LIFECYCLE PRICE OPTIMIZATION:

PRICE OPTIMIZATION

Secure market share, boost profitability and gain a competitive edge with our AI-native, automated Price Optimization. This solution delivers precise, demand-driven recommendations for Key Value Items, Core, Profit Builders, and Convenience Items. Advanced product attribution and granular forecasting ensure competitive price perception while adapting to market dynamics. Enhance your pricing strategies and expand your market presence with automated, smart pricing insights.

PROMOTION PLANNING & OPTIMIZATION

Empower retailers to craft impactful, high-traffic promotions that maximize ROI and customer loyalty across all channels. By automating planning, integrating vendor deals, and providing real-time insights, every aspect of the promotional strategy through post-event evaluation is optimized for maximum effectiveness. The solution simplifies workflow, supports "what-if" scenarios, and measures cross-promotional impacts, offering a single source of truth for future-ready promotion management. Integrate with our Deal Management for the ultimate end-to-end promotional strategy.

MARKDOWN OPTIMIZATION

Maximize profits and minimizes risks for retailers by automating markdown pricing and offering data-driven insights. It enables precise pricing, down to the location level, with continuous learning and auto-remodeling capabilities. Integrated with the AI-driven ONE Platform, it supports simulations, scenario analysis, and cross-channel strategies, ensuring optimal inventory turnover, higher margins, and responsive, trend-aware decision-making.

DISTINCT ADVANTAGES OF DIGITAL WAVE

With the ONE Platform, your pricing strategy benefits from a unified data approach, tailored configurations without the need for custom software, and a future-ready framework that adapts to ongoing advancements. Product Intelligence is foundational to pricing decisions and strategies – no other pricing solution has this capability in the market today.

UNIFIED DATA FOR STRATEGIC PRICING DECISIONS

The ONE Platform by Digital Wave Technology offers a unified approach that transforms your pricing strategy. Unlike fragmented systems where data is siloed, our platform integrates all pricing-related data into a single, cohesive system. This unified data structure ensures that every pricing decision is informed by comprehensive, real-time insights across all business functions. For instance, when you update pricing strategies, the platform immediately reflects these changes in related processes like assortment planning, allocation, and deal management. This interconnectedness ensures that pricing adjustments align seamlessly with other operational elements, maximizing efficiency and effectiveness.

TAILORED SOLUTIONS WITHOUT CUSTOMIZATION

Finding the right fit for your unique pricing needs doesn't mean you have to choose between generic off-the-shelf software and costly custom builds. The ONE Platform provides a flexible solution that adapts to your specific pricing challenges without the complexities of traditional customization. Configure your pricing models with ease, whether you need to incorporate new data elements, adjust model parameters, or design strategies from initial pricing through to liquidation. Our platform supports the creation of pricing strategies that align perfectly with your market position and business goals, all through straightforward configuration rather than disruptive custom development.

FUTURE-READY FOR EVOLVING MARKET DEMANDS

In a rapidly changing market, staying ahead requires a future-ready approach. The ONE Platform ensures that your pricing strategy evolves with emerging technologies and market trends. Built on a robust analytics foundation, the platform continuously integrates the latest advancements in pricing and analytics, ensuring you remain at the forefront of innovation. Whether you need to adapt to new pricing models, incorporate additional data sources, or leverage advanced forecasting techniques, our platform evolves with your business. This readiness to incorporate new features and capabilities keeps your pricing strategy agile and effective, allowing you to seize opportunities and respond to challenges swiftly.

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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