

CAPTURE MARKET SHARE

Use precise, demand-driven pricing to stay ahead of competitors and expand your market presence.

ENHANCE EFFICIENCY

Automate pricing decisions with advanced forecasting to streamline operations and focus on strategic growth.

MAXIMIZE PROFIT

Optimize base prices for various product categories to balance profitability with competitive price perception.

BUILD CUSTOMER LOYALTY

Ensure consistent and attractive pricing that resonates with customers, fostering long-term loyalty.

Secure market share, enhance profitability, and gain a competitive edge. Deliver 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 insights.

KEY FEATURES

- **Self-Service Configuration:** Easily adjust rules and settings in response to private label strategies, national brands, competition dynamics, and market trends.
- **Auto-Create Pricing Groups:** Utilize algorithms to group products based on similar attributes, ensuring cohesive pricing strategies for like items.
- **Demand-Driven Competitive Analysis:** Receive timely alerts and insights on KVIs and categories, enabling informed pricing decisions.
- **Consideration of Promotions:** Factor in promotions, halo effects, and cannibalization to ensure optimal pricing strategies.

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, 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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