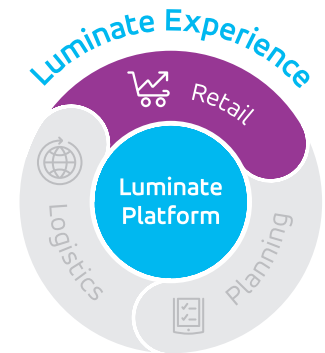# Robust Price Execution Capabilities

Make the best decisions with price execution

Price is a key factor that customers weigh as they make buying decisions. Today's shoppers are very familiar with prices across a wide range of sales channels. And global business models make it possible to service and ship products worldwide which opens your business up to global competition. As different sales channels become part of a seamless shopping experience, customers expect to get the best possible value for the money, plus the best quality, the most personalized service and products, from a brand with an excellent reputation.

But in today's world of transparent pricing, your customers are always online comparison shopping, hungry for promotions. With many concurrent promotions and coupons come lots of questions: Will this coupon work on a clearance item? Can a customer use multiple coupons at the same time? If so, what order of operations leads to the right price? Having multiple systems could lead to different ways of executing a price. In other words, the price optimization capabilities and strategies that worked in the past are less effective today. Your price management and execution must be flexible and scalable, able to integrate easily with other applications your business relies upon.

The proven way to meet this challenge is an agile, SaaS-based price execution tool that can be deployed across multiple channels and in real-time to point-of-sale (POS) or e-commerce platforms. Instead of multiple systems, a single application that makes the best decision based on the factors you define, able to identify the best price for the individual customer, every time.

Real results

Decreased markdown spending up to

12%

Improved revenue up to

15%

Stock per discount reduction up to

10%

Why go at it alone? Rely on Blue Yonder, the industry leader

As the foremost developer of leading-edge capabilities chosen by most retailers, Blue Yonder understands what it takes to remain competitive and successful. And in today's world of multi-level pricing, having the ability to easily calculate both product prices and their component prices is critical. Meanwhile, your customers have their own pricing logic based on what, when and how they're buying. Not the one-size-fits-all approach, with Blue Yonder's pricing capabilities, you'll have a fully customizable, flexible pricing model that takes each customer's pricing logic into account. These capabilities are specially designed for both multi-channel and multi-level pricing, positioning it as the only set of price execution capabilities you need.

Plus, with Blue Yonder's new Mulesoft partnership, you'll be able to integrate the pricing and promotion capabilities with other Blue Yonder applications and services. Mulesoft is a recognized leading iPaaS software vendor supporting both cloud-based and on-premise solutions to deploy, manage and integrate applications and services. Time-consuming, costly and complex integrations can now be reduced to short and seamless.

Pricing and promotion capabilities within easy reach

Blue Yonder's lifecycle pricing capabilities are designed to grow with your business. With a powerful pricing model and flexible business rules to accommodate different pricing requirements, this set of SaaS-based capabilities scales up and down with demand, taking the work of system administration off your hands and allowing your pricing strategists focus on projects that maximize value.

Since price request parameters vary based on product characteristics, market segments and channels, your price execution tool must be flexible and able to accommodate fast and frequent changes to price and logic. Blue Yonder's pricing and promotion multi-channel support allows customizable price requests for different price execution scenarios, such as

defining pricing processes and sequences to fit specific conditions or allowing different types of price requests to have their own price logic based on the parameters you set.

Your price execution relies on having good source data, especially product details and price optimization data. Blue Yonder's pricing capabilities effortlessly communicate pricing results to your channel management, point of sale (POS) and e-commerce storefront, as well as order management or booking applications. Plus, the XML-based integration interface can pass files or API calls, and its integration interface supports advanced data transfer capabilities, including fully automated data transfers and net change type data feeds.

Additionally, with price execution, you can define unlimited price types and unlimited pricing rules, giving you full control over the hierarchy you create and how those prices are prioritized. Create rules that reflect your strategic objectives, or always have a price type attached which defines a hierarchy of how prices are prioritized.

Blue Yonder's price execution capabilities provide the freedom to configure retailer-specific promotions while also supporting the most common price promotions enabling retailers with the capabilities to stack promotions, manage multi-quantity promotions types and run promotions driven by quantity thresholds. Additionally, approval workflows give you the full control over how prices and promotions are deployed in-store, with certain promotions only able to be authorized by specific staff.

With integrated price execution and management, retailers can simulate prices and promotions quickly. As soon as price and rule changes are defined, both current and future results can be simulated. The ability to analyze impacts can help retailers optimize promotions and rules for the best possible results across the enterprise.

Luminate Retail

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