

## eClerxDigital

# PRICING AND COMPETITITVE INTELLIGENCE

UNPARALLELED INSIGHTS TO ACCELERATE BUSINESS GROWTH



## MOVE UP THE GROWTH CURVE

Uncover key growth opportunities faster and tap into new and unknown potential threats



# RAPID AND IMPROVED BUSINESS DECISIONS

Make the right pricing decisions even with fragmented or incomplete data to stay ahead of market changes



# GAIN THE ADVANTAGE IN A COMPLEX ENVIRONMENT

Access high-volume data in high activity situations to monitor the changing market landscape



## CONSULTATIVE AND PROACTIVE

A proactive approach to provide actionable insights and recommendations for a positive business impact

Many organizations have an abundance of available data, yet few have the technology, processes, or resources to leverage their data assets to the fullest. From retail to technology to travel, business leaders are striving to make pricing decisions faster, identify key growth opportunities ahead of competitors, and monetize their data.

eClerx Digital's Pricing and Competitive Intelligence Solution combines a strong foundation in data processing with best-in-class technology like artificial intelligence and machine learning along with best practices developed from decades of experience. Our domain experts consult with clients to understand their unique business objectives, and then develop a customized, scalable approach that aligns with global strategy, regional preferences, and priorities.

"eClerxs Digital's ability to be innovative in this space, develop bespoke price optimisation programs, and provide high quality competitive pricing data quickly, has enabled us to make the right profitability decisions as a business"

—Thomas Lynch, Head of Commercial & Operations Medhotels.com (Part of Thomas Cook International)

#### **HOW WE WORK**

Developing an effective Competitive Intelligence Program is a complex, multi-stage process.

#### Consulting

We consult with clients to understand their objectives. In this stage, the eClerx Digital domain experts work together with the client to recommend relevant data sources, create benchmarking processes, define success metrics, and derive use cases for the data.

#### **Data Extraction and Quality Assurance**

We gather and analyze on-demand data about pricing and availability of competitors' products across markets globally. We utilize proprietary machine learning platforms for high speed data extraction, automated matching of complex product attributes, and comprehensive quality monitoring to provide ready-to-action data.

#### Insights

Our system is working 24/7 to monetize client data. It is able to identify new opportunities from rich data. Reporting of extracted data, key metrics, insightful dashboards and recommended actions enable clients to make informed, proactive decisions.

#### **Business Application**



Price Benchmarking and Comparison



Web Content Aggregation and Publishing



Channel Visibility Monitoring



Product Assortment Improvement



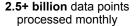
Management Alerts



Price and Revenue Optimization

#### Metrics that matter







100% trust in data with zero data gaps and 30-40% lower operational costs.



50% faster identification of market opportunities by price, promotion and product offering



Improved pricing from 20M pricing decisions monthly to 40M pricing decisions in hours



Double-digit year-overyear revenue growth from **higher quality** pricing movements

#### **ABOUT ECLERX DIGITAL**

eClerx Digital is the trusted partner of choice to the world's largest global brands for creative production, eCommerce / web operations, and analytics and insights services. Our rich history of data management and process optimization combined with our industry-leading analytics and marketing operations expertise improves profitability for our clients' digital businesses.

#### CONTACT

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