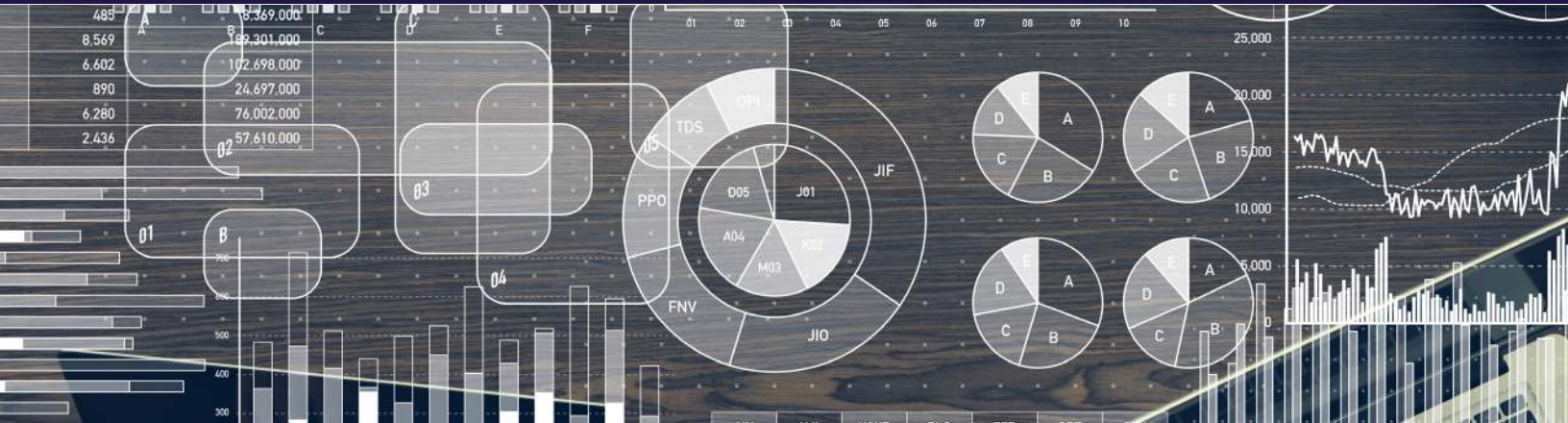


BLUE RIDGE PRICE OPTIMIZATION



BENEFITS

- 1 Optimize Pricing
- 2 Improve Financial Results
- 3 Gain Market Share
- 4 Extend Your Investment

FORECAST. SIMULATE. REFINE. PROFIT.

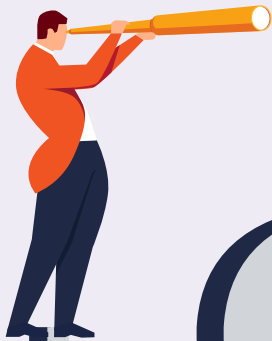
Distributors have a unique challenge in that manual or “cost plus” approaches to pricing lack the flexibility required to compete and are disconnected from customer willingness-to-pay. Blue Ridge’s intelligent Price Optimization platform leverages advanced science to quickly identify opportunities and simulate pricing strategies for peak margin, profits, revenues and sales.

SCIENCE-DRIVEN RESULTS

Blue Ridge Price Optimization drives rapid financial results by highlighting which items, at which locations or on what channels, can get you there. Using machine learning, the system helps:

- Identify underpriced & overpriced items
- Position prices against competitors
- Simulate different pricing strategies & changes before you implement them
- Compare forecasted outcomes & continually refine pricing strategy to achieve your financial goals
- Set multiple price points, including wholesale, retail, volume & customer segment prices
- Set prices to maintain supplier requirements, product, location & channel relationships; psychological price points & other business constraints unique to individual distribution/retail businesses.

CONTINUOUSLY IMPROVE PROFITS & REVENUES. The system identifies lower-risk profit opportunities and pricing gaps to continually improve financial results. Run pricing “What-If” simulations, review daily recommendations, refine prices and lock in the best strategies to operationalize. Accuracy improves over time, as the science learns from price changes and sales impacts to steadily improve price recommendations and forecasting.



WHY BLUE RIDGE?

SELF-SERVICE ANALYTICS.

Blue Ridge is purpose-built for retailers and distributors. The platform's simple, yet robust workflow lets you upload your own data, run your own optimization and other processes, simulate pricing strategy for current/future price lists, review recommendations, and drill into details to lock in results year after year.

RAPID, SUSTAINABLE RESULTS.

Skip the time and cost of customization. Blue Ridge Price Optimization configures to your unique environment, with time to (live) production in as little as 90 days.

SUPPLY CHAIN PLANNING.

Optional functionality for SCP ties it all together. Pricing integrated with our best-of-breed forecasting and replenishment solution can reduce inventory 10-20% with increased service levels.

LEARN MORE

Blue Ridge Price Optimization is the fastest way to identify opportunities and achieve your financial goals. Contact us to better forecast, simulate, refine and profit from your pricing decisions.

FORECAST & SIMULATE RESULTS OF PRICE CHANGES. Simulate strategic and tactical pricing scenarios inclusive of business constraints. You can group these scenarios for strategic evaluation and selection, displaying detailed results for each step to understand the impact of each constraint:

- Price-type relationships (list vs. wholesale vs. refurbished vs. remanufactured)
- Different cost models – retail, wholesale & custom
- Price groupings – product, family, class, etc.
- Competitive positioning & market condition changes
- Supplier requirements, other minimum & maximum thresholds
- Prioritized rules & psychological price points

SEGMENT PRICES ACROSS YOUR ASSORTMENT. Our unique calculations look at both fast-selling key items and infrequently sold, longtail assortment items across channels and locations. So you can quickly choose the best pricing approach, infer models using an attribute matrix where needed, calculate price sensitivity by product-location, and forecast the results of recommended and adjusted price changes. Our flexible design supports annual, quarterly, monthly, weekly and daily pricing processes.

MANAGE CUSTOMER SEGMENT PRICES. Analyze customer performance, review customer discounting and identify customer pricing opportunities based on willingness to pay and past performance. Sophisticated science allows you to easily align customer segment prices with optimized channel prices.

IMPROVE SUPPLIER NEGOTIATIONS. Use what you know to improve compliance with vendor price requirements – like Minimum Advertised Price (MAP), New Product Introductory Price (NPIP) – and negotiate better margins and costs with suppliers based on your data and measured willingness to pay.

