

RETAIL PLANNING

JDA Pricer

The Challenge: Pricing that Builds Customer Loyalty and Maximizes Value

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 – opening 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 – the best quality, the most personalized service and products, from a brand with an excellent reputation for customer satisfaction.

But in today's world of transparent pricing, your customers are always online and always 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 tools and strategies that worked in the past are less effective today. Your price management and execution solution must be flexible and scalable, able to integrate easily with other systems your business relies upon.

The proven way to meet this challenge is a single price execution engine deployed across all channels. Instead of multiple systems, you need a single system that makes the best decision based on the factors you define – identifying the best price for the individual customer, every time.

◆ Key capabilities

- Quick, consistent and accurate price management
- Easily adapts as your business changes and grows
- Not constrained by downstream application limitations
- Allows you to easily add, edit or delete price types based on hierarchies and attributes
- Configure price types, priorities, variables and rules,
- Customizable approval processes limit which staff can authorize various discounts
- Price for all channels, and execute price distribution



That's a major challenge for retailers who want to stay competitive in a fast-changing market. And with a high volume of price requests and responses requiring thousands of calculations per request, scalability and high availability are must-haves.

Solution: JDA Pricer

JDA Pricer is designed to grow with your business. With a powerful pricing model and flexible business rules to accommodate different pricing requirements, this software-as-a-service (SaaS) solution scales up and down with demand, taking the work of system administration off your hands and allowing your IT personnel to focus on projects that maximize value.

Since price request parameters vary based on product characteristics, market segments and channels, your price execution model must be flexible, able to accommodate fast and frequent changes to price and logic. JDA Pricer's multi-channel support allows customizable price requests for different price execution scenarios – for example, defining pricing processes and sequences to fit specific conditions, allowing different types of price requests to have their own price logic based on the parameters you set.

Your price execution system relies on having good source data, especially product details and price optimization data. JDA Pricer integrates seamlessly with a wide range of supporting applications and systems, communicating pricing results to your channel management tools – your point-of-sale system and e-commerce storefront, as well as order management or booking applications. JDA Pricer's XML-based integration interface can pass files or API calls, and its integration interface supports advanced data transfer functionalities – including fully automated data transfers and net change type data feeds.

JDA Pricer can calculate prices both according to real-time requests and in batch mode. Batch mode operations typically support large datasets that are then uploaded to external systems.

Advanced Pricing Logic

In today's world of multi-level pricing, you have to easily calculate both product prices and their component prices. Meanwhile, your customers have their own pricing logic based on what, when, and how they're buying. This means your pricing models can't be "one size fits all" – and that's where JDA Pricer can help.

JDA Pricer supports a fully customizable, flexible pricing model that takes each customer's pricing logic into account. This flexible model is specially designed for both multi-channel and multi-level pricing, allowing JDA Pricer to be your only price execution tool. And this solution also supports currency management so that calculated prices can be displayed and rounded appropriately for a given price request and market area – including strategic price rounding choices like making sure your prices end with .99. Currency conversions are calculated automatically, with multiple exchange rate definitions sourced from system records or imported from external systems.

And with JDA Pricer, 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 how prices are prioritized. For example, you could decide that a clearance price should always override a regular price, or that a promotional rate could override a standard rate.

Predefined product bundles are no problem. JDA Pricer allows you to create special bundle pricing rules. And beside supporting package pricing, it fully integrates with JDA Catalog and JDA Web Commerce to make those product packages available to customers along with your normal catalog products.

Service pricing is typically based on a service's pricing attributes – meaning you might define services by time, by quantity or by distance. One common pricing approach is to connect a product and a service together. JDA Pricer offers an attribute-based pricing interface that can be used both for service pricing as well as physical products. JDA Pricer can also handle hurdle rates and other typical cargo pricing parameters, including segment, leg and contract prices.



Take Control of Your Promotions

JDA Pricer gives you the freedom to configure retailer-specific promotions, and also supports the most common price promotions. You can also stack promotions so that several pricing promotions can impact the final price in whatever order you define.

And JDA Pricer supports a wide range of multi-quantity promotion types, from “Buy One, Get One,” to “Buy X for the Price of Y,” to promotions driven by quantity thresholds – and more.

In addition to robust controls for creating and limiting coupons, JDA Pricer’s approval workflows give you full control over how prices and promotions are deployed in-store – with certain promotions only able to be authorized by specific staff to make sure the right price is offered and accepted.

Integrated price execution and price management let you simulate prices and promotions quickly. As soon as you define a price or rule change, you can immediately simulate its impact, now and in the future. This analysis capability can help you optimize your promotions and rules for the best possible results.

And approval workflows can be created to control your prices and promotions. For example, pricing managers can be given the authority to approve promotions created by an external system or a pricing analyst. Only users with the roles you define can create or approve promotions and prices.

JDA and Mulesoft: Bringing Greater Connectivity and Agility

With JDA Software’s new partnership with Mulesoft, you’ll be able to integrate JDA Pricer – and other JDA solutions – more easily with the applications and services you rely on. Mulesoft is a recognized leading iPaaS tool vendor supporting both cloud-based and on-premise tools to deploy, manage and integrate applications and services. Time-consuming, costly and complex integrations can now be reduced to short, best-of-breed integrations.

Using JDA, you can plan to deliver.

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