



Stay agile and competitive by turning data into pricing decisions in real time.



Whether you are a distributor or retailer in the ecommerce and omni-channel space, if you are responsible for how you price your product range in order to remain competitive and profitable; you will recognize these challenges:

“As a pricing manager, I have to manually analyze multiple data sources to support our pricing decisions. Even then I can only cover just 5%-15% of our product catalog.”

“Because we use spreadsheets to review our pricing in comparison to competitors, we are often too slow in reacting to sales promotions, especially in omni-channel. It is inefficient and we risk loss of revenue.”

Quicklizard is a real-time dynamic pricing management platform used by e-commerce and omni-channel retailers and distributors. The platform uses Artificial Intelligence to continuously track and analyze multiple data sources to adjust prices so retailers and distribution companies can adjust pricing, stay competitive and profitable.

Why use Quicklizard to support your pricing strategies?

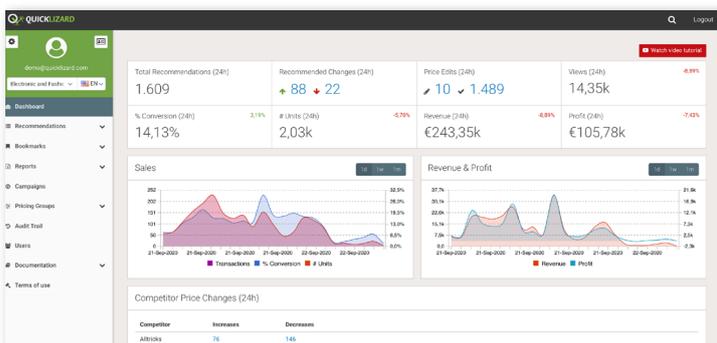
Real-time market trends are collected from customer demand, customer journeys and the competitive landscape.

By connecting your product and pricing data from within Microsoft Dynamics 365 you can integrate price changes quickly and easily.



Choose how you execute your pricing strategy:

- **Rule-based dynamic pricing:** Define and implement rules and constraints to limit pricing flexibility based on your overall strategy and approach.
- **AI dynamic pricing:** Leverage off-the-shelf algorithms that automatically define and implement flexible pricing based on market dynamics such as competitor activity, user behavior and more.
- **Combine rule-based and AI dynamic pricing:** Apply AI recommendations (80%), confined by pre-defined rules & constraints (20%), to predict and implement the ultimate price at any given moment.



Benefits of using Quicklizard dynamic pricing platform



Increased profits: Up to 10% in profit increase and 30% in revenue increase.



Accurate pricing policy: Implementation across channels with 100% catalog coverage.



Intuitive dashboard: Full control over AI and rule-based pricing strategies.



A real-time response: To user behavior, competition and cost changes.



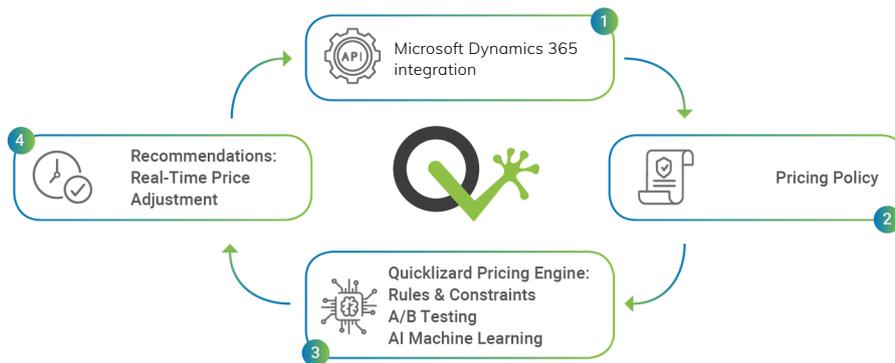
Fast and simple implementation: Integration with Microsoft Dynamics 365 and other ERP platforms.



Omni Channel: Pricing optimization per location and even per category.

How does it work?

Quicklizard collects extended product data, pricing intelligence and market data, and feeds them into its QL Decision Engine. The decision engine then applies rules, AI algorithms and machine learning to determine the correct price.



Four steps to precise price recommendations

01

Connect to Quicklizard via Prodware's Microsoft Dynamics 365 connector.

02

Define your pricing policy.

03

The QL Decision Engine analyzes data from diverse sources, in accordance with pricing policy guidelines.

04

Receive automatically updated pricing recommendations in real time to update your Dynamics 365 system.

Contact Prodware to help you make smart real-time pricing decisions across online and offline channels with integration into your Microsoft Dynamics 365 platform.



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