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

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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)

Learn how you can gain a competitive advantage, visit eclerxdigital.com

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

2.5+ billion data points processed monthly

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-over-year revenue growth from **higher quality** pricing movements