

# 360pi and IBM DemandTec Drive Profitable Pricing Decisions

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Using inputs such as 360pi's retail price intelligence, IBM/DemandTec solutions provide cloud-based price, promotion and merchandising analytics. Together, 360pi and IBM/DemandTec leverage big data and industry-leading science to help retailers set the right prices at the right time.

Successfully integrated with IBM's merchandising solutions, 360pi provides real-time insights into competitors' prices, assortments, private brands, pricing tactics and strategies – helping retailers make the best pricing decisions every day.

## Value to Customer

- Optimize base, promotional, and markdown pricing;
- Make profitable competitive decisions;
- Drive sales, margins, and profit.

IBM/DemandTec and 360pi help customers hit the pricing “bullseye” and drive margins and sales.



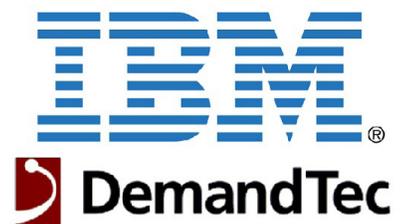
Retailer is left to make un-informed pricing decisions.

**360pi** + **IBM**  
profitable insights



**Complete Optimized Pricing**

360pi's real-time price intelligence with IBM's dynamic pricing engine helps retailers make more timely profitable decisions.



“The integration of 360pi and IBM's solutions has created a powerful and comprehensive price management solution that is unmatched in the marketplace today.”

**Elizabeth Magill,**  
Team Lead,  
Product Marketing

# 360pi & IBM DemandTec

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## Customer Profile

Ace Hardware is a multinational chain of neighborhood home improvement stores. Operating under a cooperative model, Ace's 4400 stores are run by 3000+ individual owners supported by Ace Corporate for collective buying power and best practices including pricing.

Ace Hardware's previous source of competitive intelligence was limited and frequently out of date. After engaging in a preliminary trial with 360pi, which saw an immediate threefold improvement in product matches, Ace conducted a formal RFP process and selected 360pi as their price intelligence vendor. Ace also selected IBM/DemandTec to deliver pricing rules, automation, and optimization of pricing strategy based on timely and accurate competitive visibility.

**"Together with 360pi, we recognize the importance of leveraging analytics and big data to transform the retail market in the age of the digital shopper. Through this partnership, we help retailers better implement pricing and promotional strategies through predictive analytics, resulting in a more personalized shopping experience for consumers."**

- Jay Henderson

Global Strategy Program Director,  
IBM Smarter Commerce

## About IBM/DemandTec

DemandTec, a leading provider of cloud-based price, promotion and merchandizing analytics, is now part of Enterprise Marketing Management at IBM. DemandTec products help retail and consumer goods companies gain insights about customer merchandising and pricing preferences through analytics-driven price, promotion and product mix optimization.

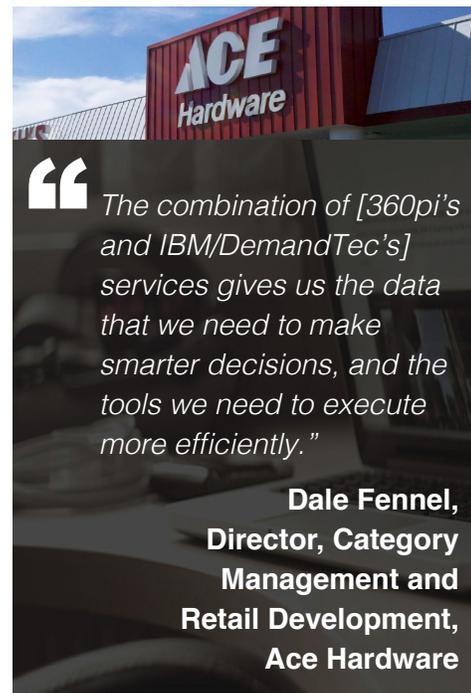


**Industry:** Retail  
**Vertical:** Home Improvement

**Business Model:** Franchise

**Revenue:** \$4.2 billion (2013)

**Employees:** 100,000



*The combination of [360pi's and IBM/DemandTec's] services gives us the data that we need to make smarter decisions, and the tools we need to execute more efficiently."*

**Dale Fennel,**  
Director, Category Management and Retail Development,  
Ace Hardware

## We understand retail & brands.

360pi customers depend on us to deliver:



Assortment Intelligence



In-Cart Pricing with Shipping & Availability



Private Label & "Like" Product Matches



Accurate Product Matching Options



Zone-based Price Monitoring



Integrated Online & In-Store View



"Plug & Play" Compatibility With Price Optimization Software

## About 360pi

360pi derives profitable insights from product and pricing big data to help leading omnichannel retailers, e-tailers, and manufacturers compete and win in a price transparent world. 360pi's customer base accounts for over \$US100 billion in annual retail sales and includes Ace Hardware, Build.com, Overstock.com, and RIS Fusion award-winner Best Buy Canada. 360pi monitors millions of products with unprecedented accuracy to give retailers and manufacturers real-time visibility into the market with full awareness of the competitive pricing landscape to "right price" for their respective customers. Ultimately, 360pi helps customers make smarter pricing decisions to drive increased revenues and margins.

## Get in touch with us

To request a call or to ask a question, please contact us in one of the following ways:

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**Website:** 360pi.com/contact-us  
**Email:** info@360pi.com  
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