

Guitar Center

360pi Fine Tunes Guitar Center's Pricing Strategy with Greater Accuracy

Drumming Up a Value Proposition Across Industries

Guitar Center offers the world's largest selection of musical instruments for retail consumption through their 250+ brick-and-mortar stores and various online channels, spanning a unique customer base of both music professionals and hobbyists.

Guitar Center is encountering increased competition from both the musical instrument industry and the broader electronics industry, making educated assortment and pricing decisions critical to their continued success.



Customer Profile

Industry: Retail
Vertical: Musical Instruments
Business Model: Omnichannel
Employees: 10,000



We get a lot of value out of simply knowing where we're priced in the market at any point in time. It's not about having the lowest price, it's about having the right price. It's having confidence because you have the information."

**Aaron Kyllingmark,
Senior Manager,
Pricing Strategy
Guitar Center**

>> Challenge: Guitar Center required greater accuracy and completeness in their competitive price intelligence data to be more confident in their pricing and assortment decisions.

>> Outcome: 360pi equips Guitar Center with the tools they need to make educated pricing and assortment decisions that are critical to continued profitability growth in their market.

"It's hard to go find accurate matching. But, 360pi really does an incredible job at that and what's more important to me is that they work with us directly."

*- Aaron Kyllingmark,
Senior Manager, Pricing Strategy
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Price Intelligence Pain Points

Guitar Center's previous price intelligence vendor struggled to monitor competitor prices and manage assortment. Guitar Center was aware of how incredibly challenging their assortment was and as such, found accurate matching an on-going battle. Furthermore, when Guitar Center found inaccuracies in their data, it was difficult to connect with their previous vendor to help circumvent their issues.

Guitar Center needed data they could feel confident about and a vendor they could rely on.

Guitar Center's top struggles that 360pi was able to resolve:



Accuracy



Complete Data



Reliable Vendor



"[We] ultimately came to realize that we needed a vendor who could provide us with more accurate data, more intelligence around that data, and who is really committed to us as a client...and 360pi is that vendor!"

**Aaron Kyllingmark,
Senior Manager,
Pricing Strategy
Guitar Center**

360pi Solution

After an intensive review process, Todd Lyche*, VP Enterprise Architecture at Guitar Center, selected 360pi as the superior solution for their pricing and assortment insights. Shortly after launch, Guitar Center had access to thousands of SKUs, allowing them to quickly spot their underperforming products and strategically plan their pricing and product assortment for optimal margins and market share in real-time.

Guitar Center anticipates further success with 360pi in 2015 with the potential to apply 360pi's price intelligence to proprietary offerings. Guitar Center believes that the future applications of 360pi's data are endless, expressing that in all likelihood, retailers will eventually be able to leverage 360pi's data to build rule sets that will combine sales and inventory data along with product, price, and competitor information.

"I was running 360pi in parallel with our other system and I was directly comparing the two. Within probably a week's time after the initial launch, it was pretty clear that 360 was winning."

*- Aaron Kyllingmark,
Senior Manager, Pricing Strategy
Guitar Center*

*Todd Lyche's price intelligence focus and execution of this project were recognized by RIS when they named him [CIO of the Year 2014](#).

Value to Guitar Center

- **Real-time pricing insights:** Guitar Center actively utilizes 360price to monitor competitive prices and trends in real-time, allowing them to be more proactive in their competitive pricing strategy;
- **Ability to track MAP violations:** Guitar Center leverages 360pi's price intelligence to identify possible Minimum Advertised Price (MAP) violations from other online retailers to ensure they have a fair and competitive playing field. With 80% of Guitar Center's online assortment governed by MAP, 360pi's ability to easily audit MAP violations provides significant strategic value to the company;
- **Marketplace seller visibility:** Guitar Center now has the capacity to view real-time insights on marketplace sellers and mainstream competitors at the click of a mouse. This provides Guitar Center with a more complete view of the competitive landscape, helping them to better combat showrooming and webrooming;
- **Assortment insights:** Integrating 360assortment has provided Guitar Center with better insight into their competitive set and the ability to make more informed merchandise planning decisions, helping to increase inventory turns and profit growth;
- **Improve upon internal processes:** 360pi's data enabled Guitar Center to both improve upon internal processes and build new tools to ensure their online and offline stores are running as efficiently and effectively as possible.

“**Confidence is huge. Accuracy is huge.
360pi gives us that visibility now.**”

- Aaron Kyllingmark, Senior Manager, Pricing Strategy
Guitar Center

Watch Aaron Kyllingmark talk about his experience with 360pi.



Watch a video clip with Guitar Center's Senior Manager, Pricing Strategy, Aaron Kyllingmark, highlighting their success with 360pi.

We understand retail.

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" to 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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