IBM Price Optimization Category Health Check

*Let IBM help your organization optimize the full potential of your investment by performing a system tune-up to reinforce category best practices with the **IBM Price Optimization Category Health Check.***

Once a Customer has gone live with Price Optimization, retailer strategies, release enhancements and team structure changes may impact how effective the solution is. With the **IBM Category Health Check** offering, an experienced IBM Software Services Consultant will conduct an in-depth analysis of your optimization rules to realign with current strategies, highlight new solution features to optimize functionality, and provide additional best practices training to the team.

- Are the product attributes still consistent and logical?
- Does the category need to be remodeled?
- Are there large price or volume changes that need to be addressed?
- Are you meeting your business objectives with the current optimization scenarios?

With the insight you gain from the Category Health Check, you will be able to prioritize changes and realign your pricing optimization scenarios with your business strategy.

Tasks

T1. Review Current Business Processes

- Facilitate discussion to document pricing strategy interpretation into current scenario goals and rules.
- Review user adoption and applicability of new features.

T2. Perform Deep Dive Category Analysis

- Select categories based on factors like profit results, number of weeks on shelf, scenario goals, and department to ensure diversity.
- Conduct 5 categories' benefits and strategy analysis.
- Review PIF health, model health, scenario history, and BPP results.

T3. Present Findings

- Review analysis with user group highlighting areas for improvement in product attributing and optimization scenarios.

T4. Provide Training

- Review system usage and provide additional tailored training to introduce additional features/functionality to improve user adoption.

T5. Project Closure

Deliverables

- *Project Plan & Status Reports*
- *Category Analysis Insights*

Education

Prerequisite

IBM strongly recommends that customers complete the following course prior to the delivery of this engagement.

9A48G – DemandTec Price Optimization Basics (3 days)

Service Delivery

Services may be delivered on-site or remotely depending upon the project task.

Service offerings do not include Travel & Living expenses.

Contact

For more information regarding this or any IBM DemandTec Service, please contact your IBM ExperienceOne Product Sales Representative or one of the following:

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Benefits

- Realign optimization scenarios to achieve sales, volume, profit and price image objectives
- Reinforce price optimization scenario best practices
- Fine tune your system to proactively resolve issues and maximize your ROI