



Infor Retail Everyday Pricing

Get a better handle on pricing

Consumer price transparency is the new norm. Customers have real-time mobile access to the best prices available. Using batch-based, rules-only driven pricing will not deliver the competitive prices your customers expect. The full life cycle pricing decision systems in Infor® Retail Everyday Pricing understand which pricing decisions change customer behaviors. Our approach empowers decision makers to make informed price decisions that create a price perception connected to their brand and to avoid needless or wasteful reactions that fail to improve customer perception or loyalty.

Stay competitive

With Infor Retail Everyday Pricing, you get a modern approach to everyday pricing that can help you maintain your desired competitive price perception in the marketplace—without spending tons of hours maintaining the process.

Be responsive

Infor Retail Everyday Pricing is highly configurable, so you can tailor the application to how you want to create a long-term price perception, while being able to respond to price or availability shifts in the marketplace.

Benefits

- Help ensure a competitive price presence.
- Manage a localized price perception.
- Optimize throughout the week, not just over the weekend.
- Align item level strategy with category and department level sales plans.
- Align initial and regular prices align with anticipated promotion plans.
- Evolve to support new strategies without a huge financial investment.

Complementary applications

- Infor Retail Demand Forecasting
- Infor Supply Chain Optimization
- Infor Retail Transportation Optimization
- GT Nexus Global Network
- Infor Retail Item Planning
- Infor Retail Assortment Planning for Hardlines and for Fashion
- Infor Retail Category Management

Address your toughest pricing challenges

- Use auto-approve mode (where prices are driven by rules) or “buyer must approve” mode, where recommendations are generated for the buyer to approve.
- Manage a price perception that could vary by location, channel, or segment.
- Create optimized what-if scenarios for a category.
- Be able to price in eaches, by weight and in bundles.
- Align regular price changes with anticipated promotion cadences to enable smooth adoption of the price change.
- Evaluate regular prices in an automatic cadence based on the latest competitive and customer data.
- Abide by local and corporate pricing rules.
- Forecast demand based on each location or cluster’s response to the price change for the item and competing items.
- Align pricing with merchandise financial plans in real-time, and to align location with assortment, category, space, and price plans.
- Read and respond as the price change is executed. Machine Learning can save you time here too.
- You can draw conclusions at the levels that matter most to your business, including: by collection or brand—not just by item; by currency or geography; by globally distributed buying or planning team; and by multiple channels and segments.

See results quickly

With Infor Retail Everyday Pricing, you can begin improving your pricing process quickly, without making an enormous upfront investment and waiting 18 months to find out if it works. With this unique machine learning driven application you can:

- Take advantage of a global network and next-generation retail apps.
- Link all levers in a single plan (assortment, space, price, and fulfillment).
- Use machine learning to uncover the underlying drivers of demand to make more profitable decisions.
- Forecast all demand drivers—not just base-line demand.
- Read and respond in near real time.
- Automate manual tasks and execution.
- Deliver value early and often.

[Learn more about Infor Retail Everyday Pricing >](#)



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