

Regular Price Optimization and Competitor Price Management System Selection

Client

The U.S. division of a multi-billion-dollar international discount grocer

Case Study

Challenge

- The client relied on Excel-based pricing tools, making it difficult to keep pace in a highly competitive market
- Competitor pricing data was inconsistent, difficult to track, and manually managed, leading to delays and inaccuracies in pricing decisions.
- The company struggled to keep pace as competitors adopted advanced pricing systems
- Pricing responsibilities were split between divisional offices and central buying teams, creating misalignment
- The lack of a scalable, integrated pricing solution limited the company's ability to react to market trends and competitive shifts

Approach

- **Assessed current pricing processes** and identified inefficiencies in competitor data management
- **Benchmarked against industry best practices** to define future-state pricing strategies
- **Vetted software providers**, issued an RFP, and evaluated responses for business and technical fit
- **Documented system requirements** and provided guidance on non-system success factors, such as process changes, governance improvements, and stakeholder alignment
- **Recommended software provider**

Impact

- ✓ Successfully selected an advanced pricing system tailored to the client's needs
- ✓ Improved competitor price tracking for more informed, strategic pricing decisions
- ✓ Stronger alignment between divisional and central pricing teams
- ✓ Client engaged our team to support the subsequent implementation to ensure long-term success.

Functional Requirements Scoring

Regular Price Optimization

We made up of vendors with a total of 10 questions and had a max score of 275.

Criteria	Number of Questions	Score	% of Total	% of Total RFP
Define Price Relationship Group	5	27	30%	3%
Define Price Strategy	12	36	13%	7%
Business Rules	18	54	19%	30%
Price Optimization	14	42	15%	8%
Reporting/Analytics	26	84	30%	30%
What If Capabilities	4	12	4%	2%
Approval and Workflow	8	24	9%	4%

These questions were designed to measure how the vendor's price optimization would work with ALD's competitive business model.

Vendor	RFP Score	Revionics Score	Engage Score
Define Price Relationship Group	85.0%	96.8%	41.3%
Define Price Strategy	39.0%	30.0%	34.0%
Business Rules	92.8%	97.4%	44.0%
Price Optimization	81.4%	100%	46.1%
Reporting/Analytics	73.0%	71.0%	31.1%
What If Capabilities	40.0%	100%	31.0%
Approval and Workflow	87.5%	75.0%	38.8%
Total Score	85.0%	96.8%	38.0%

Revionics performed best in regular price optimization

