Syntphony Commerce

Pricing Management

NTT DATA | syntphony

Pricing Management

Smarter pricing, better profits.

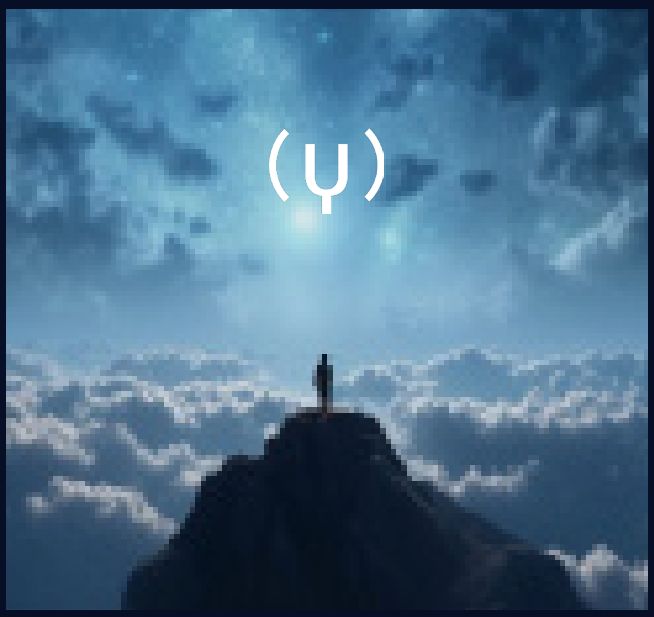
Mastering market dynamics with precision pricing strategies, maximizing the profitability of retail stores.

Syntphony Pricing Management is the innovative solution to optimize the pricing strategy that allows the retailer better control of the pricing policy in a context marked by inflation and changes in consumer habits. Considering the typical retail value chain, Syntphony Pricing Management is the right solution to help the commercial department implement its pricing strategy for both headquarters, physical stores and the digital channel.

Retail

Why syntphony ?

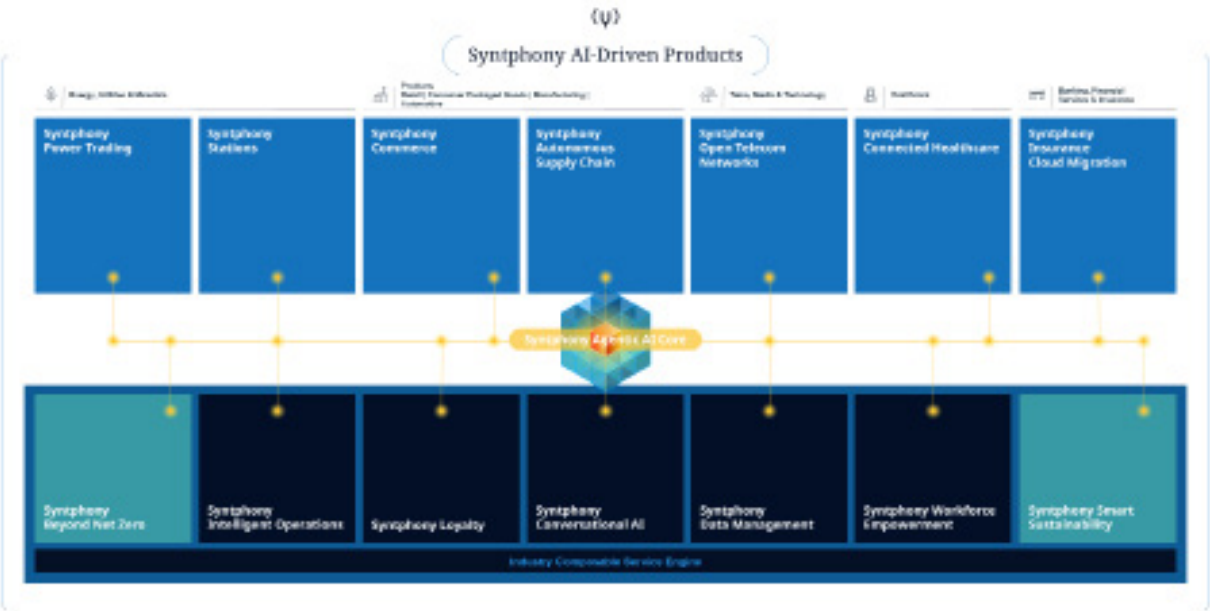
We develop products and solutions that are in tune with businesses



Syntphony is the composable platform of digital products and solutions from NTT DATA, created to help global organizations accelerate innovation, align business strategy with technology, and scale transformation initiatives with speed and efficiency.

Designed for enterprises that demand flexibility, modularity and integration, Syntphony offers a portfolio of ready-to-deploy, enterprise-grade digital products developed by NTT DATA's global talent network. By combining business consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem multiplies the value for clients, reducing time to market and unlocking synergies across multiple domains.

Syntphony is the AI-driven composable platform of NTT DATA, enabling clients to orchestrate scalable, resilient, and future-ready business solutions.



Syntphony Commerce & Payments

Syntphony Commerce & Payments helps industries such as retail and consumer packaged goods overcome operational fragmentation and channel disconnect.

Payments

Deliver secure, omnichannel payment experiences with total control and flexibility, streamlining operations, reducing time to market and enabling businesses to create new customer value across every payment method and channel.

Sales

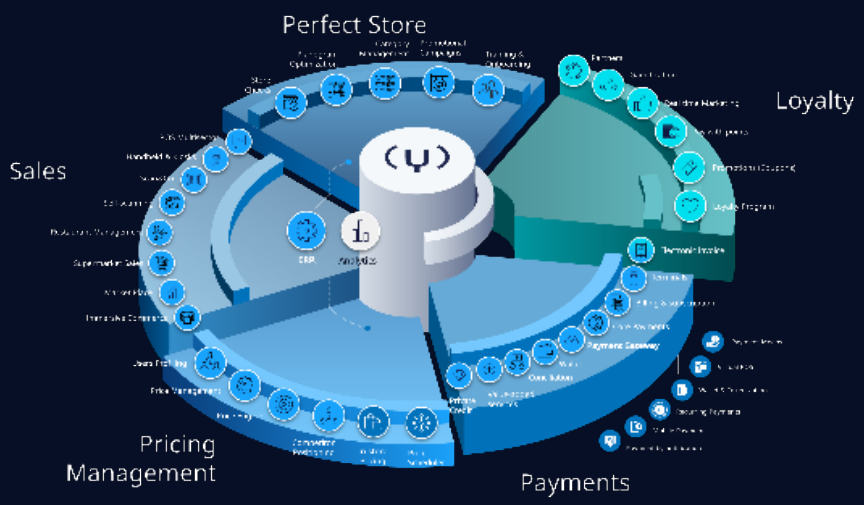
Optimize sales operations by connecting virtual and physical points of sale, enabling dynamic pricing, promotions and loyalty integration, while ensuring seamless customer journeys and reducing friction throughout the entire shopping process.

Pricing Management

Smart pricing strategies that ensure transparency, consistency, and profitability, enabling margin control, operational efficiency, and responsiveness to consumer price sensitivity.

Perfect Store

In-store execution with AI-powered video recognition, featuring real-time product identification, shelf analysis, and KPI calculation, ensuring accurate audits, improved shelf visibility, and optimized promotional execution.



Inflation, Price Sensitivity, and the Need for Transparency

In today's dynamic retail environment, where inflation and increased price sensitivity pose significant challenges, companies are striving to maintain effective and transparent price management across all channels.

For analysts, the future of retail commerce lies in taking advantage of real-time prices to satisfy consumer demands. Syntphony Pricing Management addresses the challenge retailers face in optimizing pricing management processes, ensuring transparency and consistency across all channels.

The global Pricing Management Market revenue shows a continuous increase throughout the years. Following this decline in 2020, the market rebounded in 2021 with a 9.6% YoY growth rate, reaching a revenue of **USD 3.35 bn.***

With our platform thorough advanced technology such as AI and GenAI, we can satisfy retailers with **less complex pricing strategies and requests,** to retailers familiar with elasticity, cross-elasticity, cannibalization and forecasting concepts. Syntphony Pricing Management drives retailers toward greater maturity, improving their competitiveness and resilience amid market fluctuations.

Syntphony Pricing Management emerges as the optimal solution, meeting the needs of commercial departments in headquarters, physical stores and digital channels. As the focus on price intensifies among consumers, our platform enables retailers to confidently navigate this evolving landscape, **driving profitability and sales while ensuring price consistency.**

By leveraging retailers strategies through rules or optimization algorithm based on AI, Syntphony Pricing Management enables retailers to skillfully manage and adjust in-store pricing for customers, positioning them for success in an increasingly competitive marketplace.

* Price Management Solution Market Size in Revenue xManagement System Industry. Global and Regional Analysis to 2028. The Insight Partners, 2024. Report provided by EMIS.

Syntphony Pricing Management is the leading solution for retailers, addressing the challenges of traditional pricing with intelligent pricing management that ensures consistency across all channels.

Syntphony Pricing Management leverages margin targets, competitive positioning indices, and psychological pricing to drive decision making at the item, attribute, and category level. The solution supports traceability and transparency, allowing price-setting retailers and category buyers to track each price-setting process at any time before approving its communication to individual stores. **We support companies in defining their pricing strategy to achieve greater profits.**

Syntphony Pricing Management is a comprehensive solution designed to support pricing optimization and management processes, allowing companies to achieve their goals in terms of margins and sales volumes.

Synthphony Pricing Management helps the retailer to align the operation to the strategy, due to its flexibility. Once the objective is defined, the solution helps the retailers **to reach the goal, whether it is market penetration, margin increase, competitive positioning or revenues and sales increase.** This can be done through a sophisticated business rules engine or optimization algorithm using AI.

Our solution enables businesses to address challenges such as Excel limitations, processes, outdated ERP solutions, infrastructure gaps, and brick-and-mortar issues. With Syntphony Pricing Management, retailers can improve their pricing strategies, driving profitability and improving competitiveness in the market.

With Syntphony Pricing Management, companies can unlock new opportunities for growth and profitability. Our solution streamlines pricing management processes, providing **transparency and control** while ensuring consistency across all channels.

Syntphony Pricing Management transforms the pricing strategy into intelligent management with total guarantee and precision to always win.

Consistency, Transparency, and Control Across All Channels

Among pricing solutions, Syntphony Pricing Management distinguishes itself by **offering highly cost-effective total cost of ownership (TCO), exceptional flexibility, easy-to-use interface, and seamless integration into the retail ecosystem.**

These factors immediately set us apart. Additionally, our license pricing model and incremental value proposition make our solution the right choice.

Syntphony Pricing Management adapts to customers' specific needs, integrating seamlessly with their systems, third-party solutions, and other products in the Syntphony ecosystem, resulting in significant time-to-market savings and greater cost efficiency. Syntphony Pricing Management is the solution that makes pricing a very profitable, intelligent, automated and beneficial process for retail businesses.

A Platform to Align Strategy with Execution

Our solution is designed to revolutionize your pricing strategy, delivering unparalleled benefits in cost and time to market:

Flexibility

Syntphony Pricing Management offers unparalleled flexibility, adapting seamlessly to diverse business models and evolving market dynamics. **Harness its versatility to tailor pricing strategies** according to your unique requirements.

Deep Retail Market knowledge

Gain a competitive edge with Syntphony Pricing Management's deep understanding of the retail market. **Leverage actionable insights to optimize pricing strategies** and capitalize on emerging trends.

Ease of use

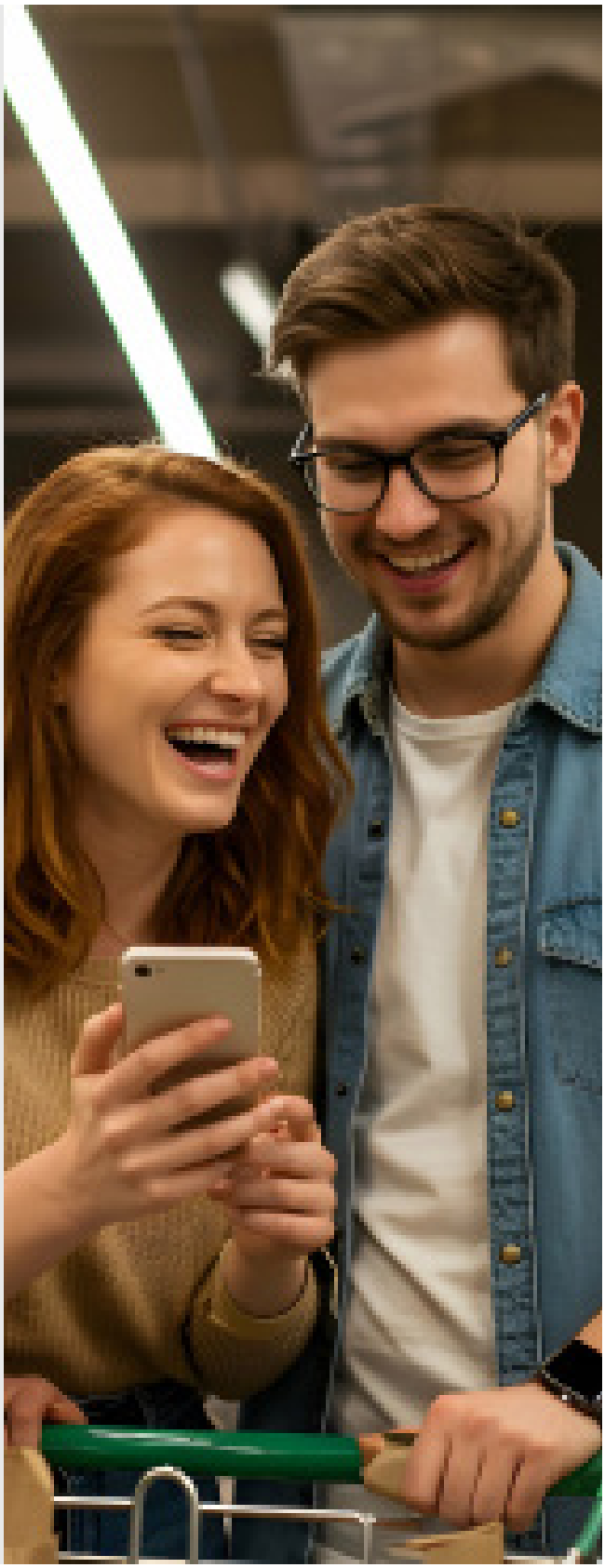
Experience intuitive navigation and user-friendly interfaces with Syntphony Pricing Management. **Simplify complex pricing tasks and empower your team to achieve maximum efficiency effortlessly.**

Fast Time to Market

Accelerate your time to market with Syntphony Pricing Management's agile pricing management solutions. **Stay ahead of the competition by swiftly implementing pricing strategies** and responding to market changes.

Cost Licensing

Syntphony offers flexible licensing options tailored to your budget and **business needs**. Benefit from cost-effective pricing models that maximize value and minimize expenditure.



Real-Time Price Management with Full Traceability

Sales & Margin

Experience a significant increase in sales and margin with Syntphony Pricing Management. Our platform ensures consistency in sales margin while analyzing competitor scenarios to optimize margins further.

Productivity

Enjoy unparalleled ease of use and accelerate your pricing definition process with **Syntphony Pricing Management**. From streamlining operations to enhancing pricing process rationalization, our platform empowers your team with efficient tools for better competitor price management.

Monitoring & Control

Achieve centralized control in distributed organizations with Syntphony Pricing Management. From omni-channel pricing policies to **seamless integration** with promotional prices, our platform provides comprehensive monitoring and control capabilities.

Organization

Syntphony Pricing Management enforces your organization's category strategy execution with unmatched flexibility. Rationalize pricing processes, optimize organizational responsibilities, and ensure better use of human resources with our intuitive platform.

Adherence to Business Model

Align seamlessly with your business model and responsibility map using Syntphony Pricing Management. Our platform ensures that **your pricing strategy remains in perfect harmony** with your brand's identity and objectives.

Cost Reduction

Realize tangible cost savings with Syntphony Pricing Management. From **reducing operating costs to improving efficiency** and effectiveness, our platform empowers enterprises to thrive in today's competitive landscape.

Competitor Positioning

Strategically position your brand in relation to one or multiple competitors, leveraging actionable insights to gain a competitive edge and maximize market share.

Price Variations Control

Maintain control over price fluctuations and associated margins, ensuring consistent profitability and sustainable growth in dynamic market environments.

Data-driven pricing strategies

Analyze consumer purchasing behaviors to fine-tune prices using elasticity, cross-elasticity, and advanced forecasting techniques. Maximize revenue, margin, enhance competitiveness, and align your pricing with what your customers truly value.

Building a Consistent Pricing Model

Build consistent pricing strategies by defining price lists that assign stores, items, rules, constraints, and rounding. Each price list generates tailored price propositions based on applied conditions and competitive rules, ensuring optimal pricing outcomes.

Margin Control

Price Managers can control margins by creating rules and constraints to keep margin or selecting a new margin target. Reports based on a specific item margin and on category margin are available.

Consistency across Articles

To ensure shelf coherence, Price Managers can create item families and rules based of these families.

Support for Store Operations

Changing price causes store operations for retailers with no electronic labels, hence it is possible to schedule each price change for each store and for each day. The scheduling will be done considering a calendar and a capacity model assigned to each store.

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About NTT DATA

NTT DATA - a part of NTT Group - is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.