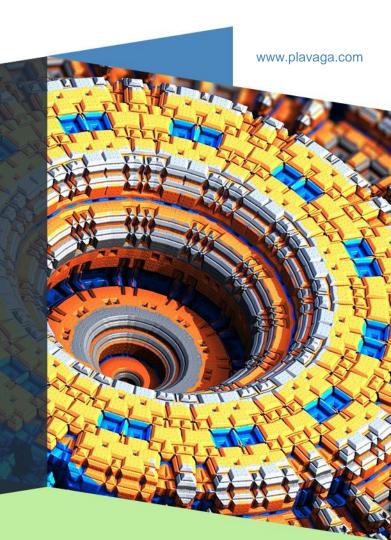


SHOWCASE

PLAVAGA SOFTWARE SOLUTIONS



CASE STUDY

AUTOMATED PRICING SYSTEM





A global leader in retail analytics



PROBLEM

The client wanted to automate the pricing of its customers' product catalog. The price would be calculated based on the dynamic rules created by each customer.

SOLUTION

Automate dynamic pricing using a distributed rules engine. This coupled with a custom rule authoring web based interface isolated the end customers from the complexities of rule implementation. Pluggable processing adapters allowed customized processing for each customer.

BENEFITS

Adaptability

Tracking & adapting to Competitor price movements

High Throughput

Helped attain a throughput to process 50K products within 3 minutes

Automated decisions

end-to-end automation of catalog pricing

Retail

Rules

Distributed









THANK YOU!



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