

Price Generation Module

Establish, manage and execute strategic pricing chain-wide

TCI's Pricing Package provides a complete solution for executing and managing pricing strategies throughout a grocery store chain, from Point of Decision to Point of Sale.SM The Price Generation module provides headquarters staff the ability to create retail pricing rules and quickly deploy them throughout the chain. The Price Generation module is the execution engine required for all modules in the TCI Retail™ Pricing Package. Using the Pricing Generation module, you can establish and manage pricing rules and then transfer the approved pricing changes to stores, regardless of the type or number of in-store systems in use. This high level of flexibility, functionality and integration reduces labor, eliminates paper work and manual processes and reduces data errors. You can now focus on meeting business objectives and serving consumers.

In the grocery business, execution is the key driver of revenue, profit and competitive advantage. TCI's rules-based pricing solution, with its powerful execution engine, gives you the ability to develop pricing strategies and automatically deploy changes at store level. This results in reduced overhead and increased price accuracy throughout your chain.

To manage high volume, complex and layered price rules, leading retail chains need effective tools to execute their mission-critical pricing decisions. TCI's robust and innovative Price Generation module delivers the ability for you to execute pricing decisions throughout your enterprise quickly, consistently and automatically.

Establishing Business Rules and Pricing Strategies

Strategic objectives of grocery retailers are articulated in business rules applied against the facts of pricing. To accommodate your pricing strategies, TCI's solutions allow you to apply rules to any one or combination of the following: store, zone, group, department, category, item(s).

The Price Generation module automatically updates your retail price adjustments based on cost, margin, deals, allowances, add-ons, and reductions to the landed cost of an item on the store shelf. Rules allow for rounding up or down, support the application of costs, allowances, deals and promotions, and determine at what point to make a retail price change. For example, cost may rise \$0.01 each month over a period of time but the retail will not be affected until collectively the cost has changed X percent or cents.



Executing Strategic Pricing Programs

Once you have gathered pricing input from vendors, headquarters, stores, etc. and established pricing rules, the Price Generation module enables you to quickly, easily and automatically implement strategic pricing programs chain-wide. TCI interfaces to virtually all in-store systems and devices, regardless of the type or number of systems in use. This ability to automatically deliver price changes to all store-level systems, including point of sale (POS), RF units, scales, shelf tags and labels, ensures an accurate and consistent price image throughout your chain.

The Price Generation module is a flexible rules-based engine and automatic information transfer that enables you to establish and implement pricing strategies throughout your chain. The TCI Retail Pricing Package confers enormous power and control to you, resulting in improved price accuracy and higher item profitability.

Like all of the TCI Retail™ solutions, the Pricing Package leverages the Retail Execution System™, the company's enterprise data and business process management platform. Built on a foundational data model for central control of operations processes, together with the ability to adapt and extend the model and solutions, the Retail Execution System gives retailers the flexibility needed to meet complex and changing business requirements.

