

Spread/Parity Pricing Module

Ensure a consistent price image

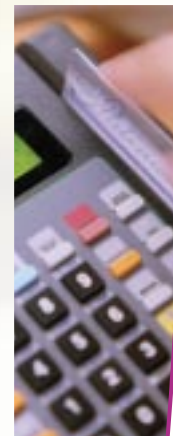
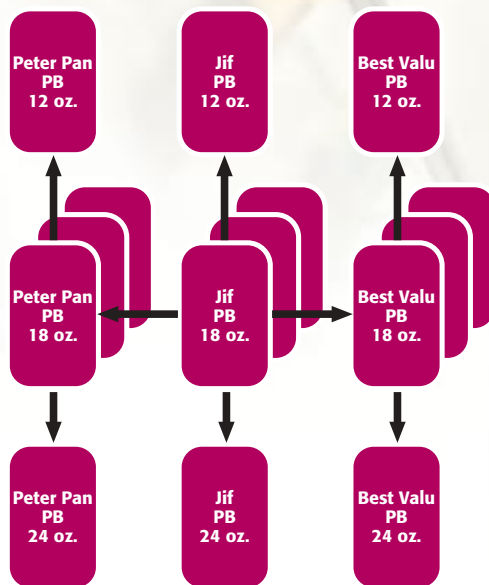
TCI's Pricing Package provides a complete solution for executing and managing pricing strategies throughout a grocery store chain, from Point of Decision to Point of Sale.SM The Spread/Parity module allows you to create business objective rules for fine-tuning the retail price of like items. You can take into account similar units and units-of-measure so that you can more profitably manage and merchandise generic (store) brands against national brands. This enables you to align, ensure and maintain item relationships among brands; competitive, national, generic or private label. TCI's capabilities and automation help you reduce errors and eliminate manual processes while improving margins.

Multi-dimensional Pricing

A 6 oz. unit of brand X is 9.83¢/oz. retailing for 59¢. A 12 oz. unit of brand X might be 8.25¢/oz. retailing for 99¢.

The spread between these two units can be adjusted using the Spread/Parity's rules-based application, depending on each items' cost and margin factors. This enables you to present a higher perceived value for a higher margin item. The Spread/Parity module supports an unlimited number of items and brands that can be selected as "key items," and has no limits on the number of items that can be linked to a key.

Sample Spread/Parity



Accurate, Automatic Execution

Once you have established pricing parity rules, the Spread/Parity module automatically calculates and maintains the pricing spread among products. You can then transfer price changes throughout your enterprise. Changes are automatically executed at store level, regardless of the type or number of in-store systems in use. This results in improved margins – particularly on store (generic) brands.

TCI's Spread/Parity module is a rules-based solution that allows you to establish and implement retail pricing strategies of like items and/or items with various units of measure throughout your chain. Your grocery managers can automatically maintain pricing spread among products, present value on various like products of varying sizes and promote generic (store) brands against national brands. TCI's Spread/Parity module eliminates the labor and errors associated with manual processes. This full-function, flexible and integrated application helps you better control pricing spread, resulting in higher revenue, margins and profits.

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.

