**QUICKLIZARD**

*Maximising Revenue And Profit*

*How Automated Pricing Platforms Are Game-Changers for Businesses*

In an increasingly competitive and data-driven market landscape, the traditional Spreadsheets based methods of pricing management are no longer sufficient.
Organisations that rely on manual processes for pricing decisions are failing to capitalise on revenue and profit opportunities.
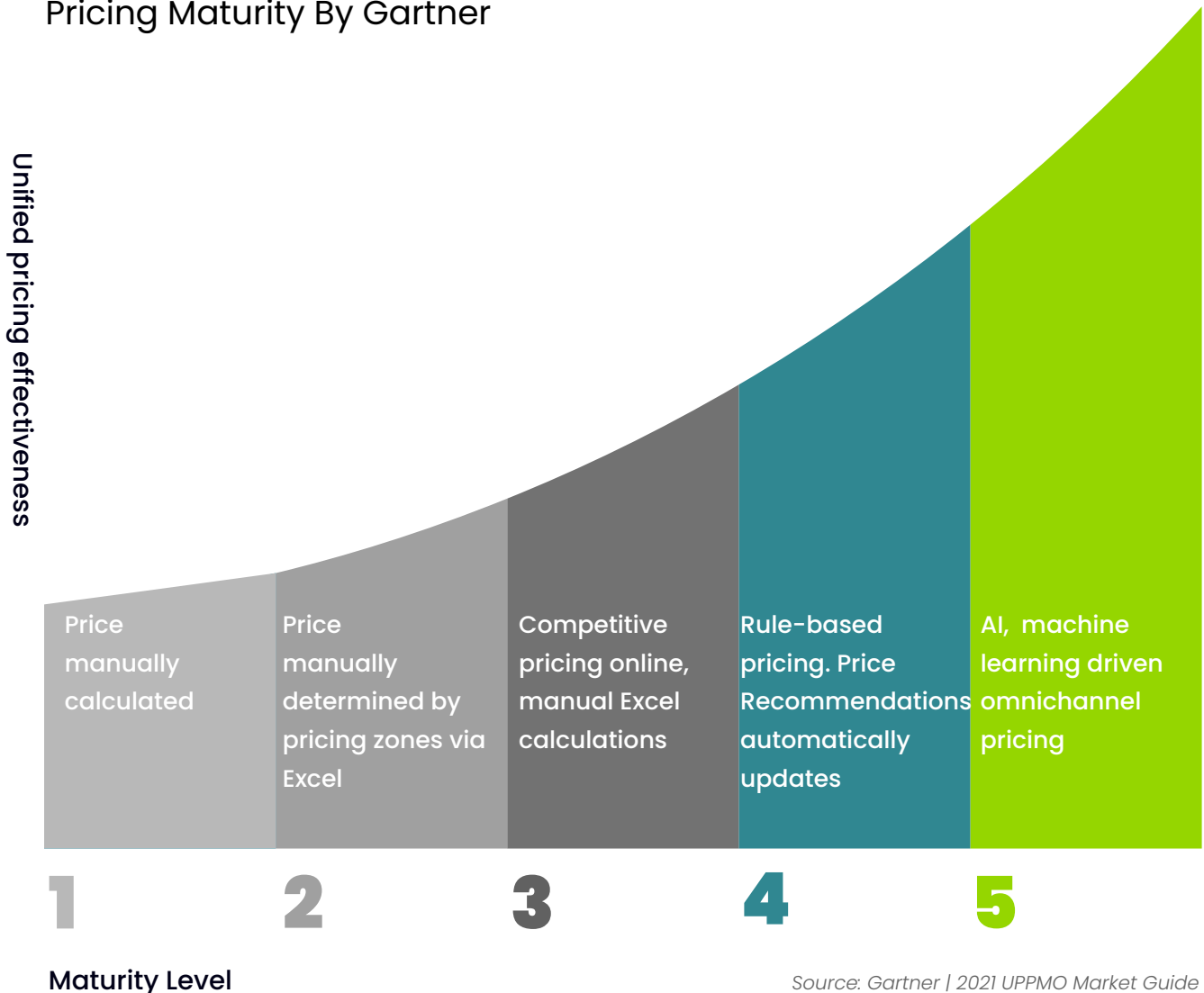This white paper argues for the adoption of automated pricing platforms, focusing on Quicklizard's dynamic pricing technology.

# *Background:*

## The Limitations of Current Pricing Mechanisms

### Pricing Maturity By Gartner

| Price manually calculated | Price manually determined by pricing zones via Excel | Competitive pricing online, manual Excel calculations | Rule-based pricing. Price Recommendations automatically updates | AI, machine learning driven omnichannel pricing |

**Unified pricing effectiveness**

**1**    **2**    **3**    **4**    **5**

**Maturity Level**

*Source: Gartner | 2021 UPPMO Market Guide*

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**Stage 1-3:**    Most companies today find themselves between stages 2-3 on Gartner's maturity chart for pricing strategies. In these stages, pricing managers manually analyse data from multiple sources, typically relying on Excel spreadsheets and basic formulas to set prices. The process is complex and tends to cover only a fraction of the total product catalogue—between 5%-15%—leaving the majority priced based untapped.

# The Digital transformation of Pricing Management:

## Stage 4:
### Rule-Based Pricing

Transitioning to stage 4 involves implementing rule-based, heuristic approach, to automated pricing. Such a system manages pricing rules from tens of thousands to millions of products across different pricing groups and different sales channels.

## Stage 5:
### AI and Machine Learning

AI and machine learning capabilities can be integrated into dynamic pricing systems for the highest degree of optimisation. They analyse customer patterns, inventory turnover, competitive pricing and profitability while providing actionable insights for optimal pricing.

# As stated, most companies today find themselves between stages 2-3 on Gartner's maturity chart and face the subsequent challenges:

## 1.
### Limited Catalogue Coverage:
Staying within the initial stages means that only a fraction (5%-15%) of the product catalogue is addressed. As a result, a significant number of products may not have optimal pricing, leading to potential profit losses.

## 2.
### Reactive Pricing Strategy:
Companies in these stages often adopt a reactive approach to pricing. This reactive stance can prevent businesses from seizing market trends or swiftly responding to competitors' pricing shifts, causing missed opportunities.

## 3.
### Lack of Precision and Granularity:
Businesses may not be able to tailor pricing strategies for specific product groups, potentially misaligning prices with product value, market demand and the competitive environment, leaving money on the table.

## 4.
### Inability to Differentiate Pricing Across Sales Channels:
Without advanced tools and strategies, businesses may find it challenging to set distinct pricing for different channels (e.g online, in-store) and markets. This indistinctive approach can lead to potential revenue losses.

## 5.
### Increased Manual Effort and Time Consumption:
Relying on manual processes in these stages can be both time-intensive and lead to errors. This not only escalates operational expenses but also redirects valuable resources away from other vital business areas.

# Automated pricing can improve business results

Companies that progress to stages 4 and 5 of Gartner's chart enjoy the power of automated, rule-based pricing complemented by AI and machine learning for enhanced pricing optimisation. The advantages they reap from this advancement include:

## 1.
### Comprehensive Catalogue Coverage:

Companies in stages 4 and 5 ensure that 100% of the product catalogue is addressed, This leads to maximise profit opportunities and a stronger market presence.

## 2.
### Proactive Pricing Strategy:

With advanced platforms, businesses can adopt a proactive and predictive approach to pricing. This enables them to anticipate market trends and quickly adjust to competitors' pricing shifts, capitalising on emerging opportunities.

## 3.
### Enhanced Precision and Granularity:

Advanced platforms allow for tailored pricing strategies for specific product groups, aligning prices with product value, market demand and the competitive landscape.

## 4.
### Ability to Differentiate Pricing Across Channels:

With the tools and strategies available in an automated omni channel platform, businesses can set distinct pricing for different channels (e.g online, in-store) and markets. This adaptability ensures that they capture the maximum revenue potential from each market segment.

## 5.
### Efficiency and Reduced Manual Effort:

Advanced platforms reduce the need for manual intervention. This leads to significant time savings, reduced errors, and allows resources to be focused on other strategic business areas.

# *Quicklizard:*
## *Superior Solution for Pricing Management*

*Quicklizard offers a leading ML & AI-powered dynamic pricing platform designed to help retailers and D2C brands streamline and optimise their pricing strategies. Quicklizard distinguishes itself as a premier choice among automated pricing platforms for several reasons:*

### 100% Open Platform

Built on a robust Python foundation, Quicklizard ensures a seamless implementation of any pricing strategies, tailored precisely to cater to specific business needs.

### Omni-Channel Alignment:

Quicklizard's platform empowers clients to effortlessly synchronise their pricing strategies across all channels and regions, ensuring consistent and optimised pricing across the board.

### AI-Based Recommendations:

By harnessing advanced AI and machine learning, Quicklizard delivers optimised pricing recommendations, ensuring businesses maintain a competitive edge and stay ahead in the market.

### Swift Implementation:

Quicklizard prides itself on its efficiency, promising a rapid implementation timeframe of just 12 to 16 weeks.

Several roles within the organisation stand to gain from the adoption of an automated pricing platform.

*Each position experiencing distinct advantages tailored to its specific requirements:*

## MANAGEMENT TEAM

### Increased Profitability:
Adopting AI based pricing platform optimises pricing and thus maximises profits.

### Increased productivity:
The automation of manual work results in significant savings in both human labour and time.

### Standardised Processes:
Allows for consistency, easy modifications, and scalability.

### Comprehensive Insights:
Detailed reporting and analysis are available for well informed decision-making.

### Omni channel and multi category:
you can optimise prices across an infinite number of channels, regions and categories.

## *CATEGORY MANAGERS*

### Market Transparency:
Better visibility into market and competitor behaviour.

### Customer Behaviour Trends:
Detailed customer behaviour analytics contributes for data driven pricing decisions.

### User-friendly interface:
Easy setup of pricing segmentations and strategies.

### Pricing History Traceability:
Complete overview on your product pricing dynamics & competitors' landscape.

### Audit Trail:
An overview of the historical pricing adjustments to check whether they were automated or manually overridden.

### All Sources Integration:
Integration of all sources in one platform (e.g competitors pricing, inventory, product data, user behaviour analytics).

## *PRICING MANAGERS*

### Customisation:
Open, Python-based platform allows for limitless customization.

### Off-the-shelf pricing strategies:
Large variety of pricing strategies built in the platform.

### Safety Measures:
Built-in safeguards (e.g minimum & max limits) prevent pricing errors.

### Permission Management:
Strict controls on who can modify pricing, ensures accuracy.

# Conclusion

Companies that continue to rely on manual, outdated pricing strategies are leaving money on the table and missing valuable market opportunities.

Adopting an automated pricing platform, such as Quicklizard, aligns an organisation's pricing strategy with modern capabilities and data analytics.

Adopting Quicklizard provides significant benefits to management, category managers, and pricing experts alike.

This technological transition is no longer optional; it is a necessity for competitive survival and profitability in today's digital age.

## Some of our valued clients

INTERSPORT    SAMSUNG    SEPHORA    IKEA

ELKJØP    Whirlpool HOME APPLIANCES    PHILIPS    Office DEPOT

## Would you like to hear more?

We would like to hear from you!
Contact Us via this link

www.quicklizard.com        info@quicklizard.com

# *About Quicklizard* (TASE: QLRD)

**Quicklizard** platform was launched in 2018 and is the leading AI-powered dynamic pricing technology for retailers and brands. It allows retailers to manage their pricing strategies fully on a single platform that provides the tools, insights, and analytics required for business expansion and profit growth.

We offer a multi-channel and Python-based, 100% open platform that enhances businesses across a diverse range of retail industries, including consumer electronics, beauty, home & furniture, sporting goods, apparel, pet supplies, groceries, and airlines.

Our platform is deployed in over 40 markets, integrating both online and offline channels and producing hundreds of millions of price recommendations each month.

Thank You

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