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IBM Omni-Channel Merchandising Price Optimization Rules Pricing Information

Length: 0.5 Day
Ref: 9A51G-X_□
Delivery method: Classroom
Price: EUR

Overview

This hands-on course teaches you to use rules, prepare what-if scenarios and analyze results in the Price Management solution.

Public

This basic course is for Pricing Analysts, Pricing Managers, Category Managers, Pricing Executives or Sponsors, Manufacturing representatives or managers, and associated professionals.

Prerequisites

You should:

- Have some experience using web browsers, the internet**and** Microsoft Windows operating systems
- Be able to navigate a GUI environment
- Have experience working with spreadsheets**and** reports.

As you work through the concepts and tasks, it is assumed that you are familiar with Microsoft Excel; although this will not be a blocking issue to learning.

Objective

- Describe the benefits of Rules Pricing
- Review data for anomalies before running scenarios
- Assign Pre-pricing and Price-locking to products that should not change during rules pricing or optimization
- Explain and change Product Status based on what products should be included in the pricing action
- Create data to support Price Optimization rules such as, but not limited to, Size Families/Classes, Brand Families/Classes, and Other Families/Classes
- Create Product and Store Groups for rules and CPIs
- Create and calculate weighted and non-weighted CPIs
- Import and Export data into and from the Price solution
- Use rules to support category strategies

- Create scenarios and add rules strategically
- Run "what-if" scenarios to compare the projected financial implications of various pricing strategies
- Review summary-level optimized prices using Scenario Summary and Compare Scenario features
- Review Scenario Results reports and Compare Scenario Details functionality
- Use the PRA and Product Analyzer to answer price change questions
- Research price change causals
- Investigate Rules Relaxations using the rule relaxation methodology
- Override prices and reforecast benefits
- Approve and send prices to stores

Topics

- The benefits of the Price solution
- Review pre-scenario data for anomalies in Reporting
- Pre-price and Price-lock products that should not change during rules pricing
- Product Status and which products will be included in the pricing action
- Creation of data to support Price Scenarios rules such as, but not limited to, Size Families/Classes, Brand Families/Classes, and Other Families/Classes
- Creation of Product and Store Groups for rules and CPIs
- Creation and calculation of non-weighted CPIs
- Creation of Rule and Category Groups
- Import and Export data into and from the Price Optimization solution
- The use of rules to support category strategies and which rules are omitted from Rules Pricing scenarios
- Creation of scenarios and adding rules strategically
- Running "what-if" scenarios to compare the projected financial implications of various pricing strategies
- Balance scenario financial results
- Review summary-level optimized prices using Scenario Summary and Compare Scenario features
- Review Scenario Results reports and Compare Scenario Details functionality
- Use the PRA and Product Analyzer to answer price change questions
- Research price change causals
- Investigate Rules Relaxations using the rule relaxation methodology
- Override prices and reforecast benefits
- Approve and send prices to stores