

WHAT WE DO FOR YOU

Whether it's a thousand or a million products, Promoter® Price Optimization will transform the way you price your products.

Assist in setting up Pricing System Controls

Help you create higher profits & revenue

Assist in leveraging your historical data

Show you how to maximize Promoter®

Guide your implementation

Coaching

Planning

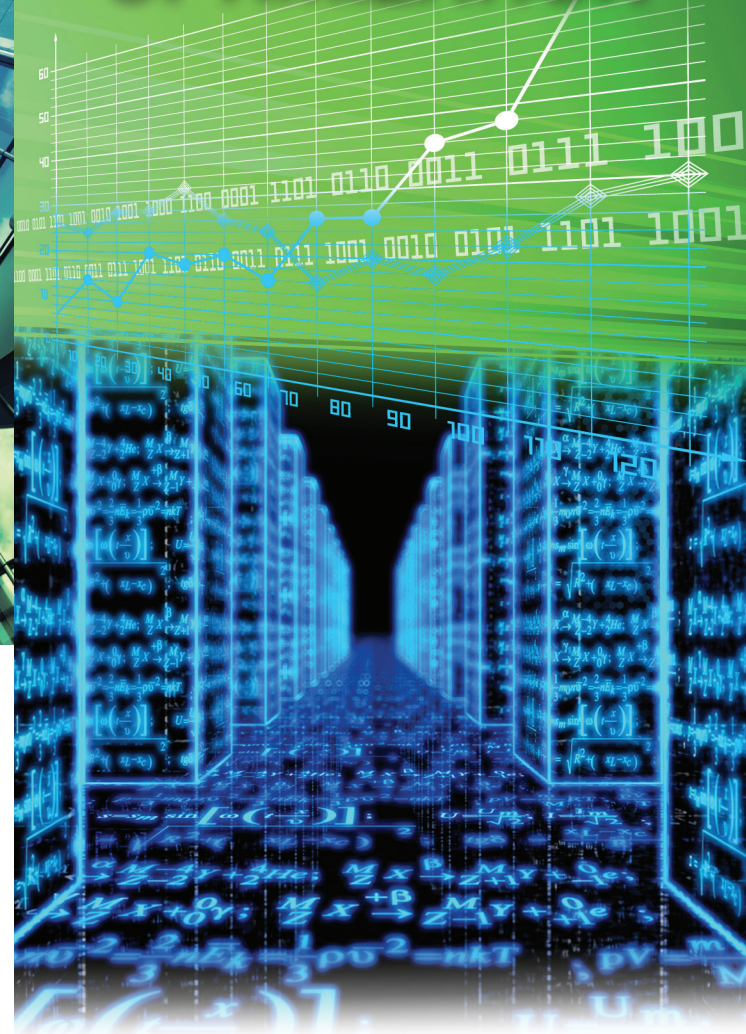
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APL ADVANCED
PRICING
LOGICTM

 **SWK**
TECHNOLOGIES

THE NEW SCIENCE OF **PRICE** OPTIMIZATION



What is Price Optimization?

If you're looking at this brochure, you are probably a tech savvy merchandiser and are involved in the product pricing in your organization. It's possible that you have some sort of price automation. Otherwise, you would be hard pressed to control your pricing. Unless you're a billion dollar company however, it is unlikely that you are harnessing the powerful analytics that go into Price Optimization. Promoter® Price Optimization is a well-designed, thoughtful interface that allows you to translate your pricing intentions into actionable productive pricing decisions in a fraction of the time that it would take using traditional, or semi-automated processes.

We take a team approach to serving our clients needs. From advanced pricing techniques to the right software solutions at a price you can afford, we've got you covered.

PROMOTER®

It's not enough to simply control your pricing – You must optimize your prices for maximum profit



Automate the Process

Using Promoter's powerful automation engine, the days of poring over spreadsheets & creating complex calculations are in the past. Get superior visibility & speed with Promoter's intuitive, easy-to-grasp interface. Setting up complex business rules is a breeze! Create templates & saved sessions that you can access over and over again! Focus on the strategy, NOT the process. Let Promoter® do the work for you.

Analyze & Strategize

Harness our patent pending Power Analytics & virtually eliminate pricing risks and in turn maximize profits. Chart your course armed with modeling rules and powerful aggregate technology that gives you the confidence to define your strategies. Identify movement, anomalies and trends. Promoter can also be used purely as an analytical tool to spot a myriad of ways to improve your entire operation.

Optimize & Execute!

Navigate our simple, logical wizard driven screens assuring you a smooth transition to define your price optimization goals. Unlock your profit potential! Rapidly respond to challenges in the marketplace. In addition, gain superior control over kits and bundles as well discounts and promotions! What's it all add up to? Tremendously reduce the risk of losing profit, while increasing the opportunity to uncover higher profits