Profit Analytics Software Suite
Pricing & Promotion Optimization

Profitics' Profit Analytics software combines advanced marketing planning and pricing analytics with dynamic dashboards to optimize demand chain planning. Profitics provides a complete analytics software suite, utilizing our consulting and SaaS capabilities to deliver powerful and cost-effective solutions. Our software suite is designed to integrate seamlessly with existing infrastructure such as SAP, Oracle, and SAS.

Utilize Profit Analytics Suite to:

- Optimize Your Product Portfolio
- Proactively Manage Demand
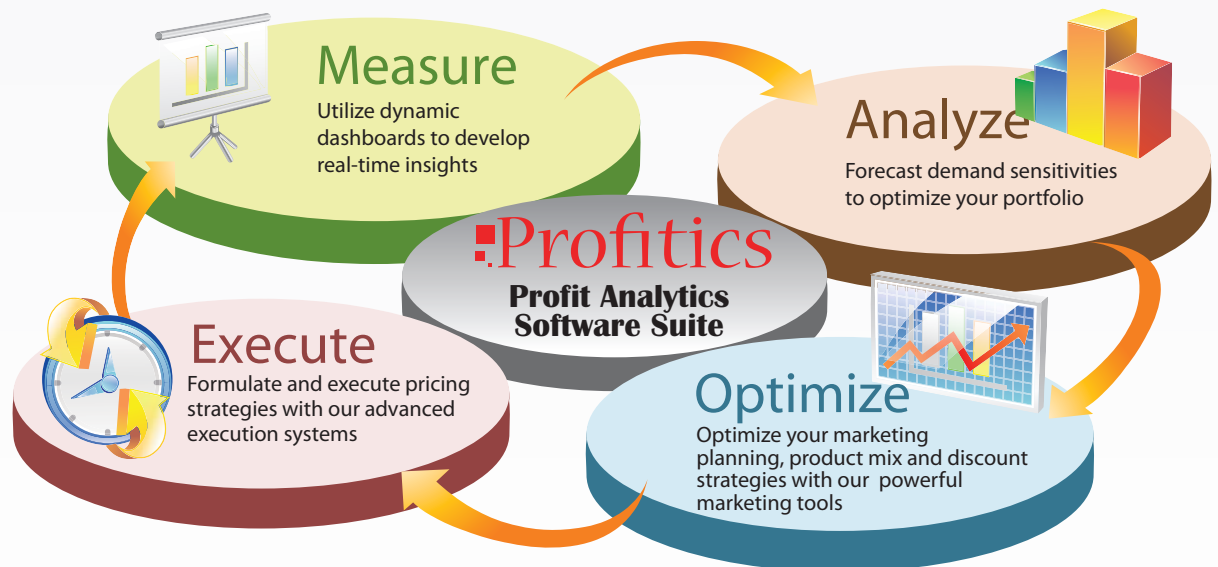- Conduct "What if" Scenario Analysis
- Model Customer Behavior

With Profit Analytics Suite your business will be empowered to :

Deliver the right promotion to the right customer in the right context.

Extract the most value from your customers by developing a seamless planning, pricing and execution strategy

Guide your marketing strategy and decisons through every step of decision making cycle

Measure, Analyze, Optimize and Execute

Measure
Utilize dynamic dashboards to develop real-time insights

Analyze
Forecast demand sensitivities to optimize your portfolio

Profitics
Profit Analytics
Software Suite

Execute
Formulate and execute pricing strategies with our advanced execution systems

Optimize
Optimize your marketing planning, product mix and discount strategies with our powerful marketing tools

The Marketing Decision-Making Cycle

Profitics

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Measure

Develop real-time insights and identify value generation opportunities

- Process massive quantities of data and synthesize into consumable charts and diagrams
- Monitor and identify expanded profitability opportunities
- Monitor and track customer and market segment behavior
- Develop triggers to track variances of actual vs. plan performance

Analyze

Model products, segment and classify markets and forecast demand sensitivities

- Manage demand proactively by producing targeted discount strategies by product mix, line or bundle
- Segment and classify customer, product, product line and market attributes
- Conduct historical data analysis using advanced Bayesian and classical stochastic models
- Provide a flexible customer, market and product modeling paradigm

Optimize

Model customer needs, manage demand planning and optimize your product portfolio

- Mathematically analyze, simulate and optimize mark downs, discounts, coupons and other pricing solutions to uncover and solve demand problems
- Proactively manage product and demand life cycle dynamics
- Flexibly model price elasticity, cannibalization, halo effect and marketing lift dynamics
- Mathematically analyze, simulate and optimize marketing budget allocations
- Micro-target product mix by customer, market and seasonal segments
- Execute multi-scenario analysis and comparison

Execute

Implement pricing strategies and provide contextually targeted recommendations

- Rapidly deploy dynamic and highly targeted needs analysis-based product/bundle recommendations
- Rapidly deploy pricing optimization generated pricing policies without errors
- Generate intelligent quotes for large purchase orders with volume discounts based on historical and future pricing
- Support structured and unstructured collaboration with partners, manufacturers, dealers, distributors, and retailers to provide real-time shopping assistance

The Latest in Mathematical Modeling

Profit Analytics Suite allows your business to harness the latest advances in Bayesian analysis and stochastic optimization modeling to quantitatively manage marketing and sales. Our software applies science to your demand management process, allowing your business to offer the right product at the right price with the right promotion in the right context to the right customer.

Traceable and Intuitive Decision Support

Profit Analytics Suite provides intuitive user interfaces that allow your analysts to synthesize massive amounts of data and rapidly develop insights. Our Profit Analytics suite simplifies the complex business problem of linking quantitative recommendations back to the key drivers and constraints that define your marketing processes. "What if" scenarios, sensitivity analysis, recommendation comparisons, and traceability make our decision support systems analyst-friendly. Empower your frontline to delve into past and real-time demand data using interface tools such as heat maps, tree maps, and radar charts with Profitics' Profit Analytics Suite.

Profitics