



MARKDOWN OPTIMIZATION

Retail trends come and go, but higher margins are always in style

The increasing number of channels and product choices plus shorter product lifecycles equals one of retail's most challenging issues: **Unproductive inventory**. Add changing consumer behaviors, proliferating promotions and price transparency to the mix, and you've got the perfect conditions for margin erosion.

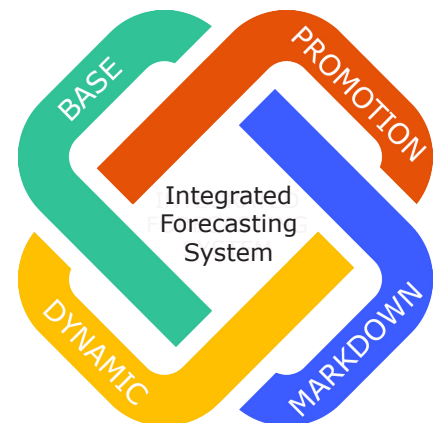
Antuit's Markdown Optimization solution combats these dynamics by helping retailers quantify the financial trade-offs between inventory, sell-through rates and margin. The solution manages financial performance with advanced analytics and machine learning, along with merchant-defined business rules and merchandising constraints.

The Antuit Markdown Optimization solution improves merchant productivity and profitability by determining the right price change, at the right place, at the right time.

Gain an average of 10% in incremental margin

- Quantify the trade-offs between margin and sell-through
- Take corrective actions to reduce risks mid-season
- Gain visibility into total category and pricing performance
- Understand upstream and downstream impact of discounts
- Collaborate with colleagues and manage workflows

Lifecycle Pricing Optimization Suite



MARKDOWN OPTIMIZATION

Faster Sell-Through. Higher Profits.

Antuit's Markdown Optimization solution helps retailers set the right discount at the right time for any product or location combination—in time to impact the current selling season. Now merchants can easily implement product-specific markdown strategies, monitor pricing performance and rapidly course-correct to increase sell-through and improve margins.

Lifecycle Visibility

View the financial impact of all pricing decisions throughout the season

Choose the right combination of markdowns and promotions within discount guidelines, budgetary limits and merchandising constraints. Align decisions to product or location groupings by brand, season code, price zone or store size.

Guided Decision-Making

Focus on what matters most with alerts to protect margins

Protect margins and reduce downstream inventory risks with opportunity alerts that identify mid-stream course corrections.

Adaptive Learning

Anticipate and respond to changing shopper behaviors

Measure projected performance against actual outcomes, then automatically validate or adjust underlying models to improve accuracy over time. This "continuous learning" enables retailers to generate higher Return-On-Investment (ROI) season after season.

Pricing Portfolio Management

Measure pricing tactics' performance to identify best practices

Report category performance across all price levers—regular, promotion, markdown or blended—through the solution's intuitive visual hub and dashboards. Compare the impact of different pricing strategies with scenario analyses.

Real-Time Collaboration

Seamlessly share insights and proposed actions with peers

Share notes, reports and ideas in real-time, accessing the Antuit solution via laptop or mobile device. Keep the team informed, streamline decision-making and facilitate rapid execution of corrective measures, while providing transparency to all key stakeholders.

Optimize Omni-Channel Retailing

Track demand and tailor response across every retail channel

Ensure that markdown strategies optimize margin across every type of outlet. By understanding price elasticities online and in-store, merchants can create integrated markdown strategies that improve inventory control.

About Antuit

Antuit is a global analytics company that powers faster, smarter decision-making. Our Decision Engines help clients target, measure and improve mission-critical business metrics and generate demonstrable ROI. This innovative Decision Engines framework features three components: Our proprietary analytical algorithms enable world-class data scientists and domain experts to unearth the deep insights hidden in data; our well-defined methodologies and tools help clients move from data to decisions in a predictable, scalable manner; and our strategic visualization provides clarity on the business impacts of decisions.

Leading retail, financial services, industrial and CPG brands choose Antuit to solve their most pressing business problems. Founded in 2013 and backed by Goldman Sachs, we have offices in New York, Chicago, Dallas, London, Amsterdam, Hong Kong, Singapore, Tokyo, Auckland, Melbourne, Bangalore, Mumbai and Pune. Visit www.antuit.com to learn more.