



# TAVANT MANUFACTURING ANALYTICS PLATFORM (TMAP)

Price.AI

A decorative graphic in the bottom right corner consisting of a grid of small yellow dots that forms a wavy, ribbon-like shape.

## PRICE ANALYTICS

Recommend optimal part pricing, view competitive pricing analysis, and evaluate performance of pricing strategies. Ability to monitor and alert the price changes and segment customers based on their price sensitivity.



- ▶ **Competitive Pricing Analysis:** Gather and analyze pricing data from competitors in the market.
- ▶ **Price Monitoring & Alerts:** Continuously monitor price changes through dynamic dashboards and send alerts when price reaches threshold levels.
- ▶ **Price Optimization:** ML Models to optimize the price dynamically and determine optimal price by considering different market parameters.
- ▶ **Real-Time Insights:** Gain real-time insights into pricing performance, trends, and effectiveness of pricing strategies.
- ▶ **Price Strategies:** Take advantage of out-of-the-box pricing strategies and optimization scenarios or configure/customize your own strategy.
- ▶ **API Integration:** REST APIs to connect inventory systems, sales data, and other external systems for a seamless plug-and-play experience.
- ▶ **What-If Simulations:** Make use of what-if simulations to gain deep understanding on how client's net prices affect profitability.
- ▶ **Parts Demand Forecasting:** AI Models to forecast demand using sales data, market trends, demand patterns, and external factors.

# KEY FEATURES OF PRICE.AI

## PRICE CONFIGURATION

- Set Handling Charges
- View Part Usage Statistics
- Design Custom Pricing Packages
- Fix Pricing for Fast Moving Parts
- Set Replacement & Labor Costs

## PRICE STRATEGIES

- Out-of-the-box Price Strategies
  - ▶ Value-Based
  - ▶ Cost-Based
  - ▶ Volume-Based
  - ▶ Competition-Based
- Customized Price Strategies
  - ▶ Create Brand New Strategy
  - ▶ Combine Out-of-the-Box & Custom Strategy
- Configurable Interface
- Create Multiple Strategies
- Supports Multiple User Roles & Versions

## PRICE OPTIMIZATION

- Price Recommendation & Optimization
  - ▶ List Price Recommendations
  - ▶ Recommend Sales Agreement Prices
  - ▶ Transactional Price Recommendations
  - ▶ Recommendations for Cluster Products
  - ▶ Customer Segmentation
  - ▶ Pricing based on Analyze Revenue & Profitability
- Sales Intelligence
  - ▶ Cross-Sell & Upsell Recommendations
  - ▶ Identify Customer Churn Likelihood
  - ▶ Recommend Price Promotions
  - ▶ Deal Quality Score & Win Probability

## COMPETITIVE PRICING ANALYSIS

- Competitor Data Collection Strategies
- Gather Data from External Sources
- Index and Extract Content from Internet
- Build Intelligence Database to Store Information
- Understand Patterns, Segment Customers, and Track Performance
- Ingest Competitive Intelligence in Pricing Strategies

## PRICE ELASTICITY ANALYSIS

- Enables Competitive Positioning
- Product Launch Planning
- Efficient Inventory Management
- Dynamic Promotional Planning
- Customer Behavior Insights

## DASHBOARDS & ANALYTICS

- Profitability Analysis:
  - ▶ Profit Margin Analysis
  - ▶ Segment Based Profitability Analysis
  - ▶ Region/Business Unit-Wise Analysis
- Demand & Market Share Impact
- Customer Churn Analysis
- Cost & Price Trends
- Promotional Pricing Strategy Impact
- Predicted vs Actual Demand
- Target vs Actual Revenues
- Master Price List
- Market Share by Region
- Promotions/Campaign Effectiveness
- Forecasting Demand & Supply Planning
- Self-Service Dashboards
- Analyze Historical Sales Performances

## NOTIFICATION & REAL-TIME ALERTS

- Configure Alert Engine for Critical Alerts
- Identify Outliers and Send ML-Based Critical Alerts
- Store Information for Future Analysis
- Auto-Scaling for Large Volumes
- Supports Email, Text, and Social Platforms

## SYSTEM CONTROLS

- Transaction Change Audits
- Data Security
- Single Sign-On Access
- Cloud Native Scalability for Large Data Volumes
- Controls to Handle Unexpected Events

## WORKFLOWS & RULES

- Create Approval Workflows
- Send Approval Requests to Internal Teams
- Collaborate with Sales & Finance Teams
- Configure Business Rule Engine

## API & SYSTEM INTEGRATIONS

- Integration with ERP, CRM, and Dealer Business Systems
- Process & Internal Application Integrations
- Real-Time Integration with E-Commerce Portal
- REST API and Data Feed Integration
- Real-Time and Batch Enabled Integration

## WHAT-IF SIMULATIONS

- Handle Multiple What-If Scenarios
- Risk Assessment Simulations
- Analyze & Develop Recommendations
- Forecast Scenarios & Predict Outcomes
- Integration With Enterprise Systems



Santa Clara | Dallas | New Jersey | London | Bangalore | Hyderabad | Noida | Sydney | Tokyo | Colombia | Kolkata

+1-866-9-TAVANT | hello@tavant.com | [tavant.com/tmap](https://www.tavant.com/tmap)