



prisma
FOR RETAIL

a new perspective of your business

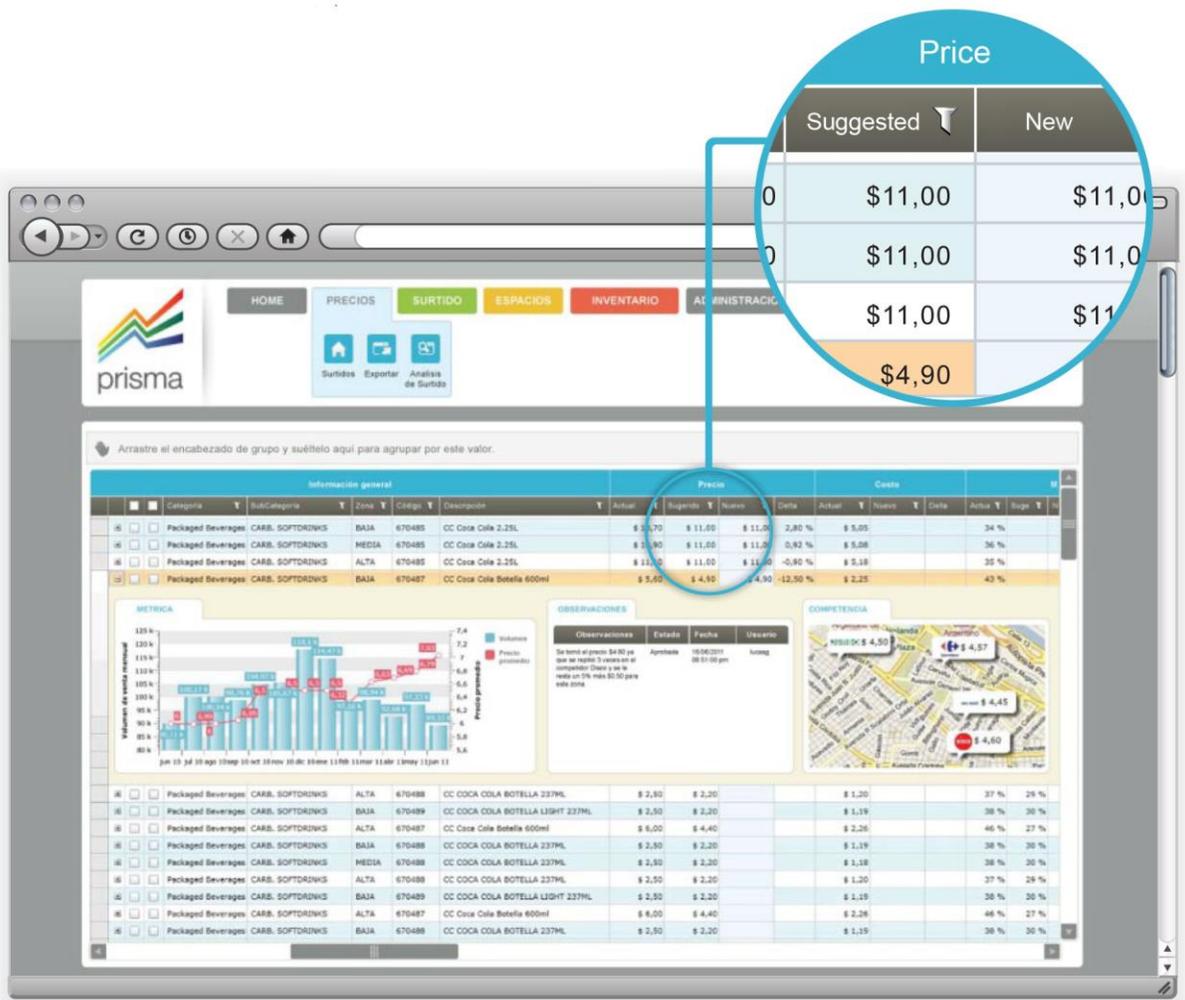
For **Retailers**, who are struggling to find **value** out of the **data** they capture, **Prisma** can help them **increase their bottom line** by combining:

- Domain knowledge and expertise.
 - Cutting edge software.
 - Data Science.

We implemented Prisma in **ExxonMobil** Latin America
400 Convenience Stores, covering **9 countries** and
generating in a couple of months:
more than USD 1 Million in incremental Gross Margin

Prices and Promotions

“don’t leave money over the table”



The screenshot shows a retail pricing software interface. A callout box titled "Price" highlights a table with two columns: "Suggested" and "New". The data in the callout is as follows:

	Suggested	New
	\$11,00	\$11,00
	\$11,00	\$11,00
	\$11,00	\$11,00
	\$4,90	

The main interface displays a table with columns for "Categoría", "SubCategoría", "Zona", "Código", "Descripción", "Actual", "Sugerido", "Nuevo", "Fecha", "Costo", "Actual", "Nuevo", "Fecha", "Activa", and "Margen". The highlighted row in the main table is:

Categoría	SubCategoría	Zona	Código	Descripción	Actual	Sugerido	Nuevo	Fecha	Costo	Actual	Nuevo	Fecha	Activa	Margen
Package Beverages	CARB. SOFTDRINKS	BAJA	670485	CC Coca Cola 2.25L	\$ 11,00	\$ 11,00	\$ 11,00	2,80 %	\$ 5,05					34 %
Package Beverages	CARB. SOFTDRINKS	MEDIA	670485	CC Coca Cola 2.25L	\$ 11,00	\$ 11,00	\$ 11,00	-0,90 %	\$ 5,08					36 %
Package Beverages	CARB. SOFTDRINKS	ALTA	670485	CC Coca Cola 2.25L	\$ 11,00	\$ 11,00	\$ 11,00	-0,90 %	\$ 5,18					35 %
Package Beverages	CARB. SOFTDRINKS	BAJA	670487	CC Coca Cola Botella 600ml	\$ 5,60	\$ 4,90	\$ 4,90	-12,50 %	\$ 2,25					43 %

Even slight improvements in pricing can yield significant results. For a company with 8% profit margins, a 1% improvement in price realization, assuming a steady unit sales volume, would boost profits by 12.5%. By contrast, decreasing fixed costs by 1% would only lead to an increase in profits of 4%. (Dolan 1992)

- Identify your competitors and know your clients
- React quickly to changes in the market
- Identify your known value items and the elasticity of your SKUs
- Define competitive positioning, margin rules and pricing relation between SKUs understanding the roles of each category
- Setup your promotions and analyze their effectiveness considering cannibalization and incremental margins

Assortment

“have the products your customer is looking for”

There are 99 SKUs in the Cigarettes category
 80% of sales come from 20% of SKUs
 46 SKUs are in the Bottom 5%
 The average price of the category is \$5.33

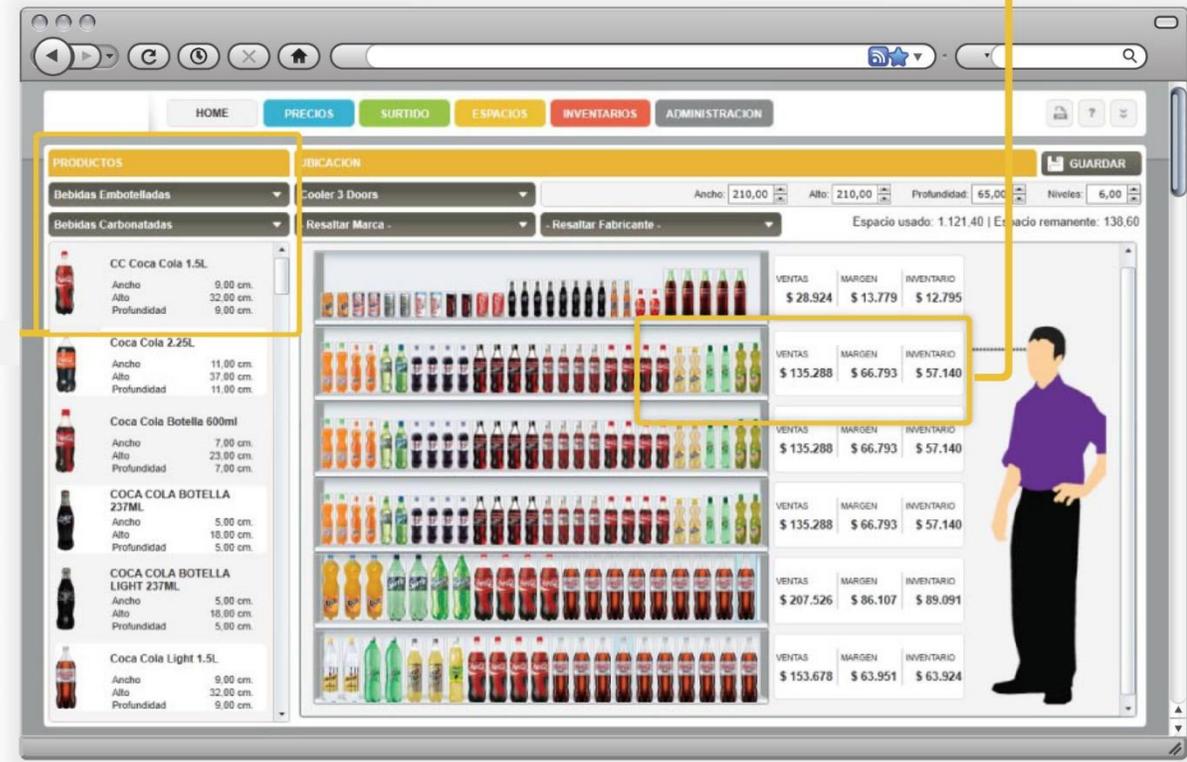
The screenshot shows a software interface with a navigation bar (HOME, PRECIOS, SURTIDO, ESPACIOS, INVENTARIO, ADMINISTRACION) and a main content area. The 'SURTIDO' section displays a summary of 99 SKUs in the Cigarettes category, including a Pareto chart and a 'GUARDAR' button. Below this is a table with columns for 'Codigo', 'Descripcion', 'Marca', 'Fabricante', 'Manten', 'Fabricacion', 'Margen', 'Margen %', 'Acom Fact', 'Acom SKUs', and 'Ranking'. A 'general' table is overlaid at the bottom, showing specific data for two SKUs.

general	Units	Sales	Margin	Margin %
	279243	\$1.784.841	\$121.421	6,8
	246302	\$1.330.335	\$92.475	6,9

- Optimize your assortment using Pareto analysis
- Personalized by cluster and region
- Compare new listing performance vs. replaced SKUs
- Get delisting suggestions based on coverage, product age, etc.

Spaces

“maximize your gross margin per square foot”

PRODUCTOS

Bebidas Embotelladas

Bebidas Carbonatadas

CC Coca Cola 1.5L

Ancho 9,00 cm.
Alto 32,00 cm.
Profundidad 9,00 cm.

Coca Cola 2.25L

Ancho 11,00 cm.
Alto 37,00 cm.
Profundidad 11,00 cm.

Coca Cola Botella 600ml

Ancho 7,00 cm.
Alto 23,00 cm.
Profundidad 7,00 cm.

COCA COLA BOTELLA 237ML

Ancho 5,00 cm.
Alto 18,00 cm.
Profundidad 5,00 cm.

COCA COLA BOTELLA LIGHT 237ML

Ancho 5,00 cm.
Alto 18,00 cm.
Profundidad 5,00 cm.

Coca Cola Light 1.5L

Ancho 9,00 cm.
Alto 32,00 cm.
Profundidad 9,00 cm.

UBICACION

Cooler 3 Doors

Ancho: 210,00 | Alto: 210,00 | Profundidad: 65,00 | Niveles: 6,00

Resaltar Marca - | Resaltar Fabricante -

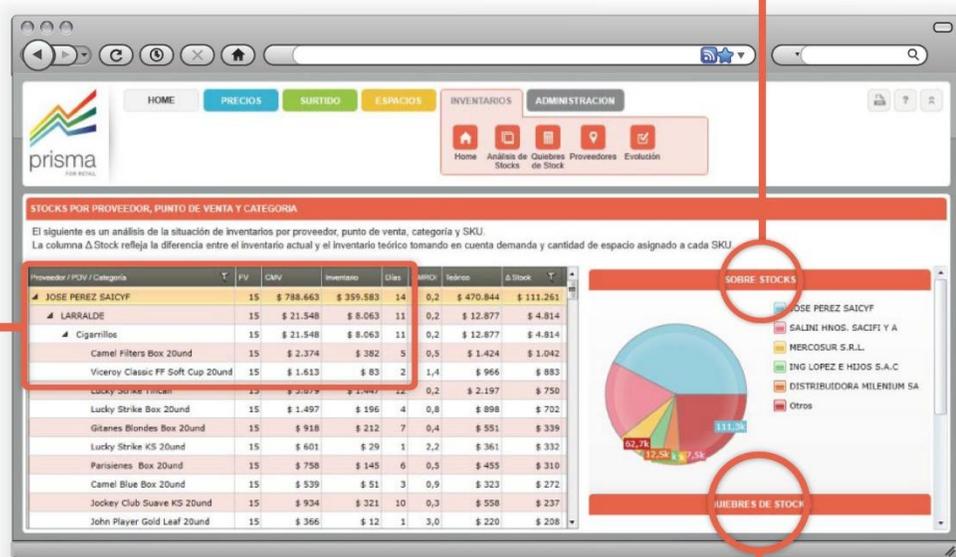
Espacio usado: 1.121,40 | Espacio remanente: 138,60

VENTAS	MARGEN	INVENTARIO
\$ 28.924	\$ 13.779	\$ 12.795
\$ 135.288	\$ 66.793	\$ 57.140
\$ 135.288	\$ 66.793	\$ 57.140
\$ 135.288	\$ 66.793	\$ 57.140
\$ 207.526	\$ 86.107	\$ 89.091
\$ 153.678	\$ 63.951	\$ 63.924

- Define your planograms and quickly identify your GMROS (Gross Margin over space)
- Adjust your horizontal and vertical segmentation based on subcategories, brands, tastes, colors, sizes
- Establish the layout of the exhibition based on the transit flow and customer segment

Inventory

“optimize your working capital”



OVERSTOCK

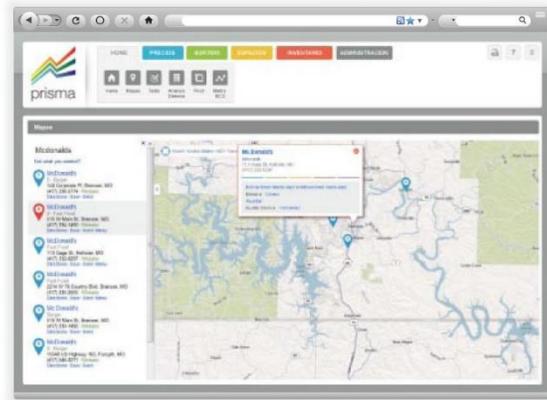
OUT OF STOCKS

- Plan your inventory levels per Point of Sale, considering the space, the vendor lead time and the average unit sales of each SKU.
- Detect and diminish your Out of Stocks.
- Maximize your Gross Margin per inventory (GMROI)

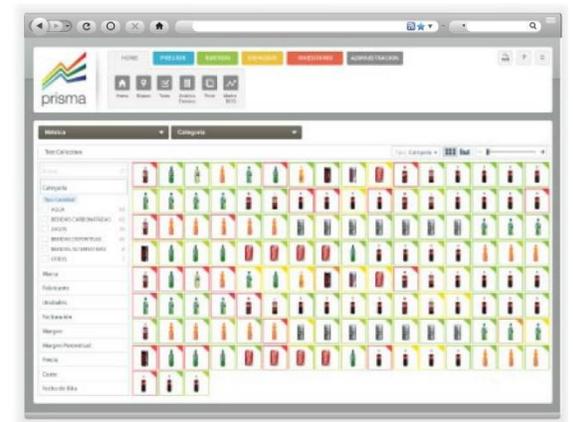
Proveedor / PDV / Categoría	FV	CMV	Inventario	Días
▲ JOSE PEREZ SAICYF	15	\$ 788.663	\$ 359.583	14
▲ LARRALDE	15	\$ 21.548	\$ 8.063	11
▲ Cigarrillos	15	\$ 21.548	\$ 8.063	11
Camel Filters Box 20und	15	\$ 2.374	\$ 382	5
Viceroy Classic FF Soft Cup 20und	15	\$ 1.613	\$ 83	2

Reports

“all the KPIs you need to get insights from your data”



Georeferenced information to quickly identify traffic generators and detractors per Point of Sale



Multidimensional Analysis to analyze product performance using several dimensions and great visuals

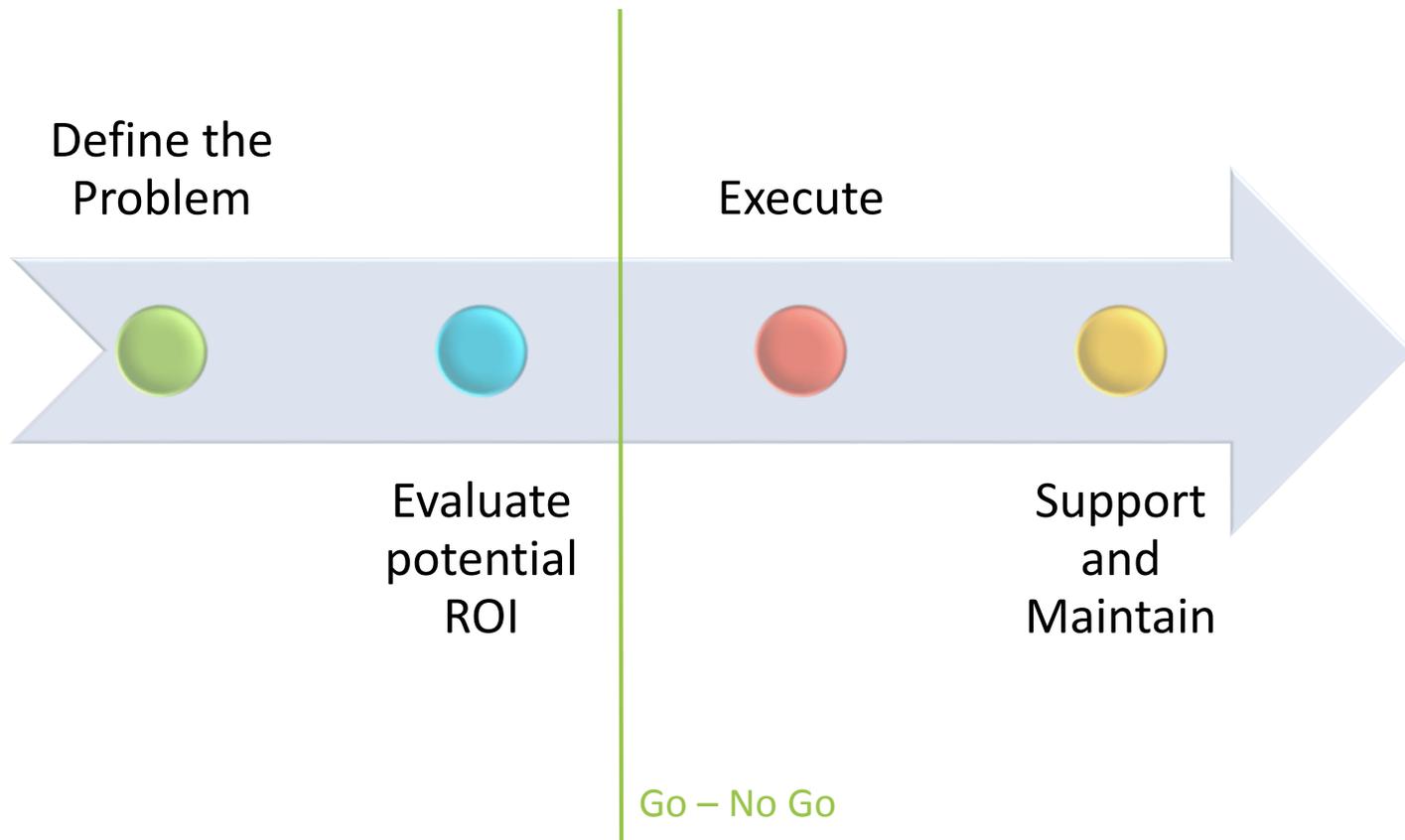


BCG matrix to visualize your category and product positioning

Competitive advantage

MicroStrategy / Cognos	Prisma
Generically designed to be applied in any industry	Especially designed for the Retail industry by experts that put together years of expertise operating retail businesses and using the latest academic concepts in Retail and Category Management.
Implementation doesn't include consultancy	Implementation includes retail experts to help you segment your POS, Customers and define a strategy to manage Prices, Assortment, Spaces and Inventory.
Only Business Intelligence	BI + Management , allowing you to take pricing and assortment decisions in an organized and standardized way
Do it Yourself. Each user creates its own KPIs.	Each user can create its own KPIs, however it has built-in KPIs using Retail language and achieving uniformity among analysts.

How do we work



1. Identify areas of improvement that are easy to implement
2. Prioritize opportunities based on ROI and risks. (Go - No Go)
3. Execute
4. Provide support and continue working on next areas of improvement.