

Use case: Dynamic Pricing



The need:

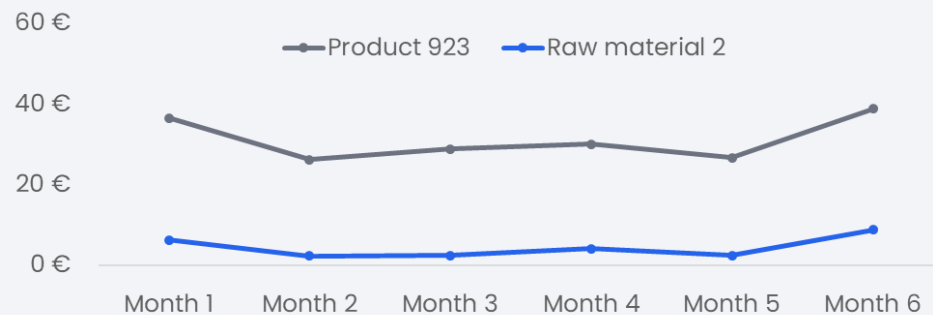
Maximize margins by adjusting product prices in real time based on market conditions, demand, and competitor moves.

Standard analysis:

Prices are set using static price lists or spreadsheets, updated quarterly or on an ad hoc basis, missing market fluctuations and competitive opportunities, and rarely linked to raw material and production cost fluctuations.

Vertalis analysis and forecast in 5 minutes with JOE:

Here below is the trend over the last 6 months for the average cost of product 923 and its main component:



Average price: 3.5 €/kg Max: 4.8 €/kg Min : 2.1 €/kg

Benefits and ROI:

- 15–20% improvement in margins
- Real-time response to market changes
- Faster decision-making, no manual overrides