



## Markdown Intelligence Suite



## Get more from your markdowns

Drive your most profitable markdown plans with science-backed pricing strategies to maximize sales, margins and sell-through.

### Clear and confident markdown management

- Craft distinct markdowns optimized for inventory and profit goals
- Capture waning consumer interest with optimally timed markdowns
- Minimal management effort with markdown plans that dynamically adjust throughout the product lifecycle



## Short Life Markdown

Improve short life and seasonal merchandise sales with Short Life Markdown. Accurately identify and execute optimized markdown plans to clear seasonal inventory quickly and profitably – down to each product at each location. With insight into daily activity, Short Life Markdown helps you identify the important demand signals and eliminate noise to achieve higher profits and keep you at budget.

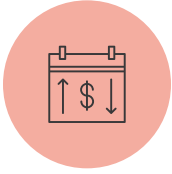
### Successfully clear seasonal merchandise

- Build markdown plans for the right products at the right cadence for optimized results
- Simplify markdown management with planning and optimization at every style, color or product level
- Optimize to deliver value with a detailed view of impacts at all times



### Key Features:

- Automated recommendations based on pre-defined hierarchy rules and budgets
- Flexible configuration and rule management at any granularity with overrides and targets
- Powerful what-if analysis that empowers users in making the right decisions
- In-tool collaboration with notes, scenarios, approval workflows and more



## Long Life Markdown

Avoid the last-ditch heavy discounts with Long Life Markdown. Using our AI, you can set a markdown strategy far in advance that will automatically generate prices based on the schedule you defined. With Long Life Markdown, you set the initial strategy and Revionics will track and manage execution to your objectives.

### Hands-off markdowns for long life products

- Intuitive markdown process with flexible grouping and management of clearance events with individual configurations, rules and strategies
- Uncover the true cost of mistimed markdowns with robust scenario simulations and predictions



#### Key Features:

- In-store, location-specific demand impacts using primary display dates at the product-store level
- Dynamically cluster stores to create optimal markdowns based on store demand characteristics
- Powerful analytics to support management by exception and tools to track execution

## Deliver the Right Prices with Confidence

Revionics guides retailers on the lifecycle pricing journey with leading AI solutions for pricing, promotions, markdowns and competitive insights. As a trusted partner, we provide our customers with clarity and confidence to make optimal pricing decisions for powerful results.

Revionics is an Aptos company and plays a key role in their suite of unified retail solutions.

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**REVIONICS**<sup>®</sup>  
an aptos company