

A Price Comparison Solution Offered a Competitive Edge to an IT Solutions Provider Across Geographies



CLIENT OVERVIEW:

The US-based client is an industry leader with 75 years of experience providing servers, networking, converged systems, and, recently, cloud services. The client is presently working with enterprises transitioning from traditional IT to cloud-enabled infrastructures.

PROBLEM

The client offered IT services, products, and solutions across geographies and had to rely on its resellers' network for revenue. This took away their control over pricing. The client wanted to understand how the competitive landscape impacted sales, monitor pricing, and check any undercutting by resellers. The client also wanted to develop a working pricing strategy by gaining:

- Insight into the resellers' inventory status
- Knowledge of the resellers' selling price
- Visibility of competitors' product mix
- An understanding of trends

SOLUTION

Lumina Datamatics helped the client with a high-value price comparison built around deep analytics. The solution:

- Identified both product gaps and products with unfair advantages
- Helped compare the price against exact-matched products on competitors' websites
- Helped reconfigure products to spot the closest match among the competitors
- Offered visibility on the resellers' inventory mix
- Offered inventory and price insight from multiple geographies

RESULT

Lumina Datamatics' price comparison solution helped the client monitor price movements across competitors daily. It enabled the client to:

- Track competitors and adjust pricing to gain a competitive edge
- Plan product promotion to incentivize resellers
- Monitor market position across geographies and strategize sales
- Spot trends and bolster sales of fast-moving products
- Boost conversion rate by 25%
- Increase revenue by 12%

ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.