

PriceMark

Competitive Pricing Intelligence to empower your business decisions!

# PRODUCTS	# BRANDS	# RETAILERS	CHEAPEST BRAND and RETAILER	AVG STOCK	# Price Points	# of Countries
47	9	29	\$75.60 RUCKUS insight	100.0%	464,346	19

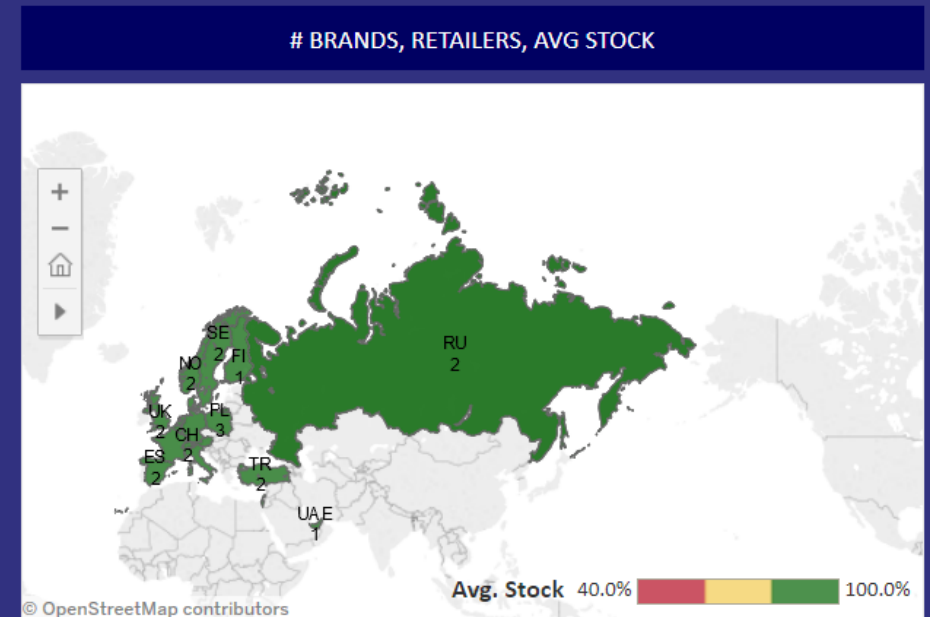
% of cheapest price point vs competition

CISCO	HP	JUNIPER	HUAWEI	NETGEAR	RUCKUS	ARUBA	TP-LINK	UBIQUITY
40.3%	33.4%	8.5%	8.1%	7.1%	2.2%	0.3%	0.0%	0.0%
5,274	4,365	1,113	1,063	927	291	38	0	0

Select period of analysis.

17 August 2016

28 June 2017

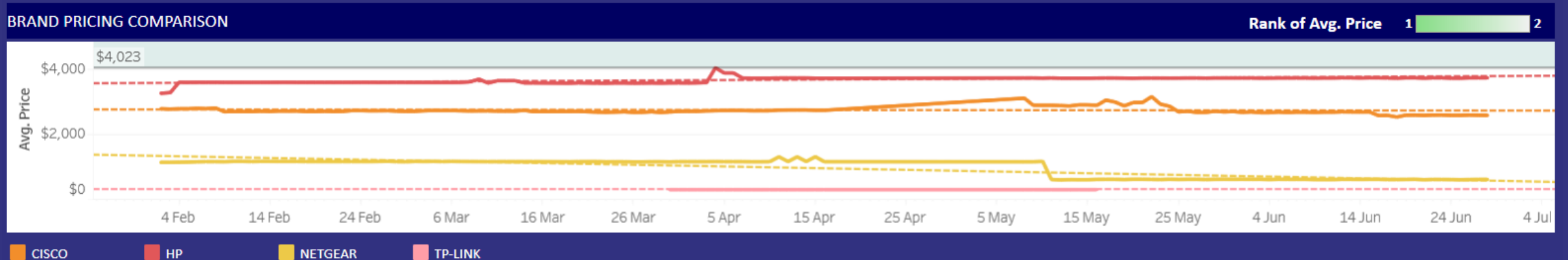


What is PriceMark?

“ A tool to visualize all your relevant on-line Pricing Data and drive strategic pricing, promotions and partner decisions”

RETAILERS: BRAND PORTFOLIO

Category	CISCO	HP	NETGEAR	TP-LINK
Routing	2 \$3,627	1 \$1,286		
Smallbusiness	2 \$968	4 \$4,119	3 \$991	1 \$316
Switching	1 \$3,529	2 \$3,791		
Wireless	1 \$1,635			



Why PriceMark?

“To gain total pricing visibility into the behaviour of your E-tailers, benchmark yourself vs Competitors and answer the questions:

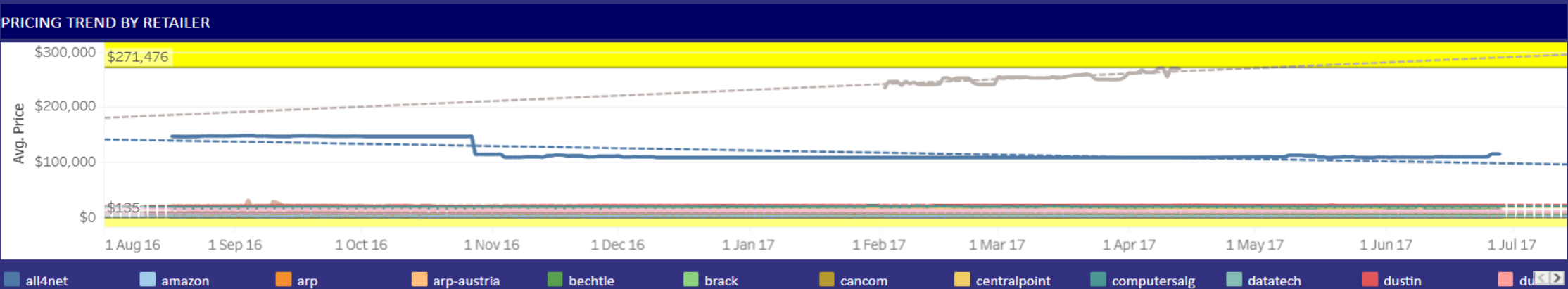
- Which of my products are available online?
- Who are my fiercest competitors online?

“To understand the effect of your promotional efforts”

“To make sound pricing, promotions and channel decisions based on data”

RETAILER PORTFOLIO

Category	bechtle	datatech	realdolmen
Routing	1	2	3
Smallbusiness	2	3	1
Switching	1	3	2
Wireless	3	1	2



How does it work?

“You provide us your product list to track, your E-tailers and the name of the Competitors you want to be benchmarked against”

“We perform like-for-like product matching”

“We build expert visual analytics comparing brand and E-tailer pricing behaviour”

“You get all the transparency that matters to you and...

“...if something more or less is needed **tell us**, we adapt your PriceMark to your business needs”

Differentiators

“Like-for-like Product mapping with Competitor brands

“Street price analysis giving you the chance to see product-level, competitor and DMR pricing behaviour”

“You decide the frequency of the updates: daily, weekly...”

“High-end visual analytics with the capability to customize either via TPC or in-house ”



Interested in getting started with **PriceMark?**

Request a demo!!!

info@theporterconsultancy.com