IBM Cloud | SaaS

Accelerate Merchandising with Cloud

IBM

Highlights

- Economics of computing are changing; lines-of-business such as merchandising are gaining access to world-class computing power

- IBM Cloud solutions for Merchandising help teams focus on innovation rather than technology

- IBM offers best-in-class SaaS applications to accelerate innovation and focus on business goals rather than IT deployment

The number of companies using the cloud for significant innovation is projected to double between 2012 and 2015[1]. And a recent IBM global study reveals that leading companies use SaaS beyond a cost-savings deployment option to deliver something even more compelling: competitive advantage[2].

For Merchandising professionals, this trend represents an opportunity to accelerate delivery of localized assortments, competitive prices, targeted promotions and more effective markdowns.

More than ever, the economics of computing are changing; lines-of-business such as merchandising are gaining access to world-class computing power, with lower capital and labor expenses. And while technology plays a crucial role in creating the most effective omni-channel merchandise optimization platform possible, lengthy IT deployments are unacceptable when business innovation is at stake.

The Power to Innovate

IBM Cloud solutions for Merchandising accelerates innovation giving teams access to advanced, secure and always up-to-date solutions in the cloud. Now, optimizing prices across channels, or executing markdowns at the right time and depth, is as simple as tapping into the IBM cloud, where solutions are readily available to help deliver business process innovation, insight and business results.

IBM Cloud solutions for Merchandising can help retailers maximize sales, profit and shopper loyalty by:

- basing assortment decisions on a quantitative understanding of shopper behavior, incrementality and transferable demand.
- optimizing and executing cross channel pricing with knowledge of how customers respond to different prices in different channels, and how competitors' prices affect sales.

1 Source: Berman, Saul J. Dr., et al. 2012, *The power of cloud-driving business model innovation.* IBM Institute for Business Value.
2 Source: IBM, *Champions of Software as a Service, How SaaS is fueling powerful competitive advantage* (IBM CAI, 2014)

- increasing promotion effectiveness using analytics to recommend promotions and executing across various customer touchpoints.
- identifing the optimal depth, timing and localization of markdowns to achieve inventory, revenue and profit objectives.

IBM has a suite of subscription-based SaaS solutions just for merchandising—from shopper insights to price optimization to promotion planning and execution, and more. These include:

- **IBM DemandTec Price Optimization** - manage and optimize competitive prices across channels based on defined objectives.
- **IBM DemandTec Promotion Optimization** - identify optimal offers and placement to execute more profitable promotions.

Other IBM Cloud solutions for Merchandising include:
IBM DemandTec Shopper Insights
IBM DemandTec Assortment Optimization
IBM DemandTec Price Management
IBM DemandTec Promotion Planning
IBM DemandTec Promotion Execution
IBM DemandTec Deal Management
IBM DemandTec Markdown Optimization

Visit the IBM Cloud marketplace to explore SaaS solutions for Merchandising.
ibm.com/cloud/marketplace

Focus on business, not IT deployment

IBM offers best-in-class SaaS applications that help Merchandising teams accelerate innovation and focus on business goals rather than IT deployment. IBM is a global SaaS leader with over 100 applications—supported by IBM Cloud data centers around the world—and delivering the enterprise-grade security, availability and elasticity you expect from IBM.

IBM presents a wider range of SaaS options than any other provider, combined with a broad set of options for deployment. These encompass a unique portfolio of SaaS solutions that accelerates business process innovation, delivers business analytics at the point of impact, and enables collaboration by creating and linking business networks.

For more information

Learn more about the IBM Cloud SaaS solutions portfolio today:
- Visit: **ibm.com/saas**
- Call: 1-877-426-3287
- Follow **@ibmsaas** and **#ibmsaas**
- Speak with your IBM representative or business partner