

Client Challenge

This global, multi-billion-dollar discount grocer operated across varied corporate cultures, market conditions, and pricing strategies, with disparate processes for gathering competitive data. After seeing the successful results of a Parker Avery-led regular price optimization selection and implementation for their U.S. division, the client decided to pursue a similar project internationally. To support its larger transformation initiative, the company expanded the scope of the global effort to include regular price optimization; markdown optimization; promotions planning, management, analysis and optimization; and competitor price management.

Because the U.S. project started several years before this global initiative, and the scope of functionality was expanded, the client wanted a thorough expert review of available solutions to evaluate whether the U.S. selection was still the best fit.

Parker Avery Solution

To understand the current state and gather business requirements, Parker Avery conducted over 50 remote interviews with client teams across eight countries. After developing and evaluating a request for proposal (RFP) and overseeing the software demonstration process, the team developed a robust financial model to help evaluate implementation scenarios across modules and countries.

As part of this effort, Parker Avery performed the following key activities:

- Evaluated current state, country-specific pricing practices and competitor data-gathering processes

- Educated the client team on advanced pricing concepts and key functionality
- Documented system requirements, issued an RFP, and assisted in the evaluation of the responses
- Assisted the client in shortlisting eight RFP responses to five vendors for demonstrations
- Developed a multi-faceted scoring assessment and reviewed findings with stakeholders
- Developed a five-year rollout strategy by module and country
- Detailed the business case with costs, benefits, and expected ROI by country, year, and module

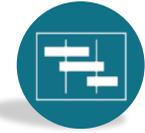
RESULTS



BUSINESS
REQUIREMENTS
DEFINED



NEW
PRICING SYSTEM
SELECTED



ROI AND
ROLLOUT PLAN
DETAILED

Like the U.S. project, the client successfully selected a new global advanced pricing system and concluded negotiations with the recommended providers with support from The Parker Avery Group.

In addition, the client contracted Parker Avery to lead business process design, change management, training, and testing efforts for the implementation of the new pricing system.