

Strategix Enterprise Technology GmbH Signs Partnership Agreement with **REVIONICS**

Düsseldorf, (January 2015): Strategix, a leading provider of category management and retail execution solutions, today announced a new partnership with Revionics, a leading global provider of End-to-End Merchandise Optimization solutions. The partnership combines Revionics' best-in-class Price and Promotion Optimization solutions with the deep retail market domain knowledge and deployment skills of Strategix. This unique offering enables retailers to rapidly implement solutions that strategically and profitably respond to the competitive challenges and omnichannel shopper behaviors existing in their specific retail channels and markets.

Revionics specializes in the area of pricing and promotion optimization and has the most implementations of this type of solution in the retail industry. Revionics solutions leverage advanced science and predictive analytics to enable retailers to collaboratively create and execute shopper satisfying prices and promotions at the speed and scale required to compete today. Under the agreement, Strategix will be supporting Revionics' sales and implementation efforts for all the German-speaking countries, as well as Central Europe and Russia.

"With over 37,000 sites leveraging our solutions globally, we have the largest SaaS-based merchandise optimization install base in the market – more than all our competitors. We attribute our market dominance to our ability to help retailers earn omnichannel shopper loyalty and profitably combat hyper-competition by enabling them to execute shopper-centric pricing and promotions that align merchandising and marketing strategies with rapidly changing shopper and competitor behavior," explains **Marc Hafner, CEO of Revionics**.

Jan Hanussek, Managing Partner and CEO of Strategix adds, "Through the use of Price Optimization it is not only possible to predict the right prices, but also to optimize the competitiveness of retailers through predictive analytics; which can mean a profit increase for every retailer. Thanks to Revionics we are able to complete our comprehensive P4 Category Management offering by extending from assortment and space planning to price and promotion optimization."

Revionics' customers typically see a 2%-5% increase in gross margin, a 2%-7% increase in sales and on average a \$10 return on every dollar invested.

A combination of data, business rules, pricing science and retail strategies are the basic components that drive the proprietary price and promotion management and optimization solutions offered by Revionics.

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These optimization components take the emotion out of decisions by working together in a data and process-driven framework to give retailers the innovative tools they need to solve the complex challenges posed by the data deluge, the empowered consumer and hyper-competition.

According to Planet Retail, "Retailers are caught between satisfying ever more empowered consumers and optimising pricing strategies in an increasingly complex trading environment. Not only do they face unprecedented levels of economic uncertainty, as well as profit and margin pressures, they also have to respond to extremely price-sensitive customers. It is no wonder then that retailers are looking for a route out of the downward spiral of falling prices as they seek to defend margins and, at the same time, improve their price image and foster greater brand loyalty. Modern price optimisation software helps retailers achieve exactly that."

About Strategix

Strategix is a German boutique consulting and software-reselling firm with deep subject matter expertise of technical, functional, and business process themes related to category management and retail execution. With offices in Germany, Poland, Romania and Russia, the all-inclusive solution provider has already helped leading retailers and manufacturers in Central and Eastern Europe to develop and integrate seamlessly innovative comprehensive business solutions. Our solutions are able to optimize all four Ps, product, placement, price and promotion, which are required to execute Category Management effectively and finally link them, to a homogenous and continuous business process. Through the interaction of the four Ps unique synergies and highly profitable outcomes are created.

Whoever is looking for support in the areas of assortment planning, space planning, price optimization, promotion management, inventory optimization, price labeling or effective training in Category Management, has arrived at just the right place.

About Revionics, Inc.

Revionics delivers the industry's most powerful End-to-End Merchandise Optimization solutions, enabling retailers of all sizes to execute a fact-based Omni-channel merchandising strategy utilizing the most comprehensive set of shopper demand signals to enhance financial performance with improved customer satisfaction. Revionics' solutions leverage advanced predictive analytics and demand-based science to ensure retailers have the right product, price, promotion, placement, and space allocation for optimal results across all touch points in the omnichannel shopping episode – online, in-store, social, and mobile. Provided via a scalable, high performance, Cloud-based SaaS platform, these solutions arm retailers with the necessary tools to withstand and surmount future Big Data/Fast Data challenges, while providing speed-to-ROI. Over 37,000 global retail locations with over \$150 billion in annual revenues across numerous industries, including grocery, drug, building materials, convenience, general merchandise, discount, sporting goods stores, and eCommerce sites, optimize their performance with Revionics' solutions. Revionics has been recognized as a

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Deloitte Technology Fast 500™, Red Herring Top 100 Global, Red Herring Top 100 Americas, and JMP Securities' Hot 100 Software Company.

Auszug der Revionics Kunden:

