

## Press Release

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# REVIONICS AND STRATEGIX ENTERPRISE TECHNOLOGY GMBH SIGN A PARTNERSHIP AGREEMENT

*This new partnership will help expand Revionics' market share for its price and promotion optimization solutions in German-speaking countries, Central Europe and Russia*

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AUSTIN, Texas & DUSSELDORF, Germany--(BUSINESS WIRE)--[Revionics, Inc.](#), a global provider of [End-to-End Merchandise Optimization solutions](#), and [Strategix](#), a leading provider of category management and retail execution solutions, today announced a new partnership. 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 [End-to-End Merchandise Optimization](#) 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, Central Europe and Russia.

"With over 37,000 retail sites leveraging our solutions worldwide, we have one of the largest SaaS-based merchandise optimization install bases in the market and by leveraging partnerships – like Strategix – this substantially extends our market reach and provides our global customers with industry-superior support," said Marc Hafner, Revionics CEO. "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."

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 ALS NEUER VERTRIEBSPARTNER

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. 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 optimizing 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 optimization software helps retailers achieve exactly that."

### **About Revionics, Inc.**

[Revionics](#) delivers proven [End-to-End Merchandise Optimization solutions](#), enabling retailers of all sizes to execute a fact-based omnichannel 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. Offered on a scalable, high performance SaaS platform, these solutions deliver insights and recommendations at speed, scale and frequency, while providing speed-to-ROI. Over 37,000 global retail locations representing \$150+B in annual revenue across grocery, drug, building materials, convenience, general merchandise, discount, sporting goods stores and eCommerce sites optimize with Revionics' solutions. Revionics has been recognized as a Deloitte Technology Fast 500™, Red Herring Top 100 Global, Red Herring Top 100 Americas and JMP Securities' Hot 100 Software Company. For more information, please visit [www.revionics.com](http://www.revionics.com).

### **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. Strategix has already helped leading retailers and manufacturers in Central and Eastern Europe to develop and integrate seamlessly innovative comprehensive business solutions.

## **REVIONICS ALS NEUER VERTRIEBSPARTNER**

Founded in 2001, with offices in Germany, Poland, Romania and Russia, the all-inclusive solution provider has decades of expertise in system integration of the best of breed software and also in the development of bespoke solutions.

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