

## Press Release

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# Stroitelny Dvor Selects Price Optimization and Analytic Services from Revionics and Strategix

**AUSTIN, TX – (May 16, 2017) – Fast-growing regional Russian DIY provider Stroitelny Dvor is highly regarded for its superior service and deeply knowledgeable technical online specialists. As it embarks on a strategic growth initiative, first by opening new stores and then by driving increased online traffic while enriching its assortment, then by expanding its network of store outlets, the company sought to streamline and automate its pricing practices and deliver more focused Key Value Item pricing. Working with its technology partner Strategix, Stroitelny Dvor selected Revionics Price Suite along with Elasticity Workbench and Key Value Item (KVI) analytic services.**

In Russia's highly competitive DIY market, Stroitelny Dvor is notable for focusing on hard goods (everything that is needed for building). Its extensive stocking enables it to rapidly fulfill customer orders with normal delivery timeframes of two hours and rapid delivery in as little as one hour. Its online customers value Stroitelny Dvor's knowledgeable technical specialists, whose personalized approach assists callers in making the optimum selections for their projects.

Building on this foundation, Stroitelny Dvor plans to enhance its online assortment and build more automated, mature pricing processes. Working with Strategix, the company selected Revionics over another major price optimization vendor because of its richer functionality and ease of use. "As we focus on driving increased online traffic and eventually expansion into new geographies, we want to free up our category managers from routine pricing activities to focus more strategically across all channels," said Elena Golubcova, Deputy CEO for Projects. "With our longtime partner Strategix, we plan to leverage Revionics' transparent machine-learning capabilities, offer attractive prices on items, and expand our KVIs while delivering measurable improvements in our top- and bottom-line results."

"We are excited to deepen our already robust partnership with Revionics and provide Stroitelny Dvor with our local-language implementation, training and support expertise," said Strategix Chief Executive Officer Jan Hannusek. "It's exciting to see growth retailers like Stroitelny Dvor leverage Revionics' leading technology to offer Russian consumers more sophisticated options across both online and in-store channels."

"We are pleased to welcome Stroitelny Dvor to the Revionics customer family as we continue our growth in EMEA and beyond, delivering rapid ROI to retailers worldwide," said Revionics Chairman and CEO Marc H. Hafner. "Our strong multi-year partnership with Strategix continues to provide compelling value for customers in Eastern and Central Europe and Russia."

### ABOUT STROITELNY DVOR

Stroitelny Dvor has been in the market since 1993. Stroitelny Dvor is a retail chain of DIY and home improvement stores and a wholesale supplier of construction materials in the Tyumen, Sverdlovsk, Chelyabinsk and Moscow regions, as well as in Khanty-Mansiisk autonomous district and Perm region.

The company offers its clients a wide choice of construction and finishing materials at competitive prices, conveniently located distribution centers, the possibility to purchase both offline and online

## **STROITELNY DVOR SELECTS REVIONICS**

and high levels of service, such as two-hour delivery and payment on delivery. The loyalty program applies to all retail stores and wholesale prices are being determined individually. Learn more at <https://www.sdvor.com/>.

### **ABOUT REVIONICS, Inc.**

Revionics is a global leader in profit optimization services and solutions. Our unparalleled analytics and science serve as the backbone of omni-channel retailing to help performance-driven retailers execute profitable pricing, promotion, markdown, and space decisions with predictable business outcomes. The result: achieve speed to value and ROI, improve margins, drive top-line sales and respond faster with precision.

Revionics' SaaS-based model integrates analytics, technology and services to deliver an unmatched advantage for retailers – Competitive Insights, Price Suite, Promotion Suite, Markdown Suite, and Space and Assortment Suite – all from a predictive platform to drive long-term growth.

Trusted by some of the most profitable retail brands, Revionics optimizes across more than 18 million products and more than 2.6 billion item/store combinations are modeled weekly. Learn more at [www.revionics.com](http://www.revionics.com).

### **ABOUT STRATEGIX**

Strategix CFT is a global organization that provides integrated and market proven solutions as well as consulting and services in the areas of Category Management and Supply Chain Management. Strategix CFT relies on a deep subject matter expertise of technical and business process themes, as well as the required IT infrastructure. The organization has already assisted leading retailers and manufacturers worldwide to implement comprehensive environments supporting CM and SCM.

Strategix CFT has emerged from the consolidation between the German boutique consulting firm Strategix Enterprise Technology and the Chicago based IT service company CFT Inc. and shows over 25 years of experience in CM and SCM. It employs over 250 people worldwide, with offices in Germany, Poland, Russia, Turkey and the USA. Learn more at <http://strategix.eu/en/>.

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