



Pricing Intelligence and Optimization Across Multiple Business Lines with AI-powered C5i Compete

INDUSTRY

Technology

CLIENT

A leading Fortune 100 original equipment manufacturer (OEM)



BUSINESS REQUIREMENT

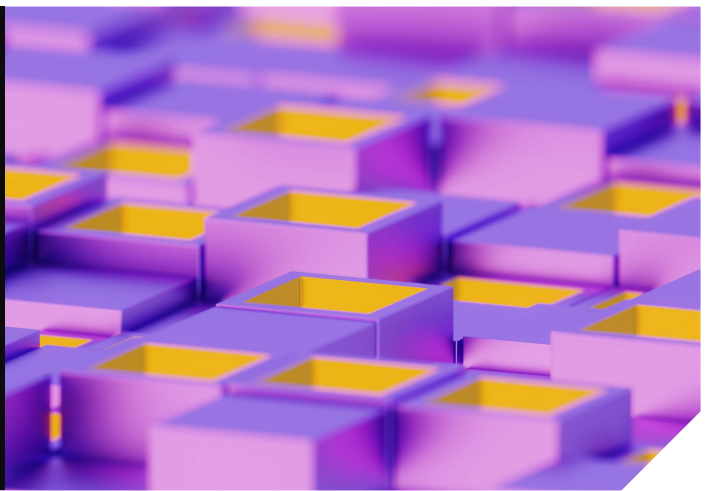
The client, a leading Fortune 100 original equipment manufacturer (OEM) in the Technology industry, sought a scalable solution to monitor daily competitive pricing for **over 5K SKUs** of computer peripherals, analyzing **upwards of 390K data points**. The goal was to establish a system that would enable informed and prompt **pricing decisions** with reliability and predictability in a volatile market, while addressing the needs of different lines of business (LOBs).



BUSINESS IMPACT

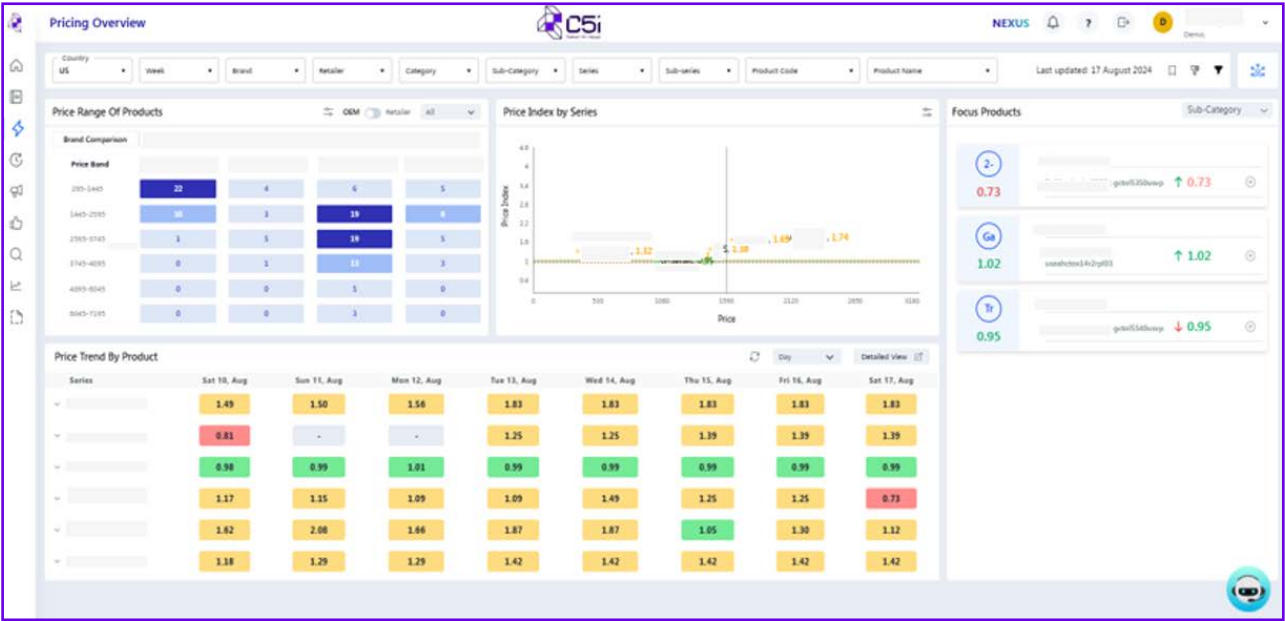
- ~62% decrease in time taken to identify MAP violations
- 42% improvement in data quality
- 100% increase in cadence of data collection
- 14% increase in sales of SKUs covered as part of Pricing Analytics
- 12 hours TAT for onboarding new e-tailers
- 2 days TAT for onboarding a new country

C5I COMPETE – AN AI-POWERED SOLUTION



- Automated data harvesting bots gather product details daily, with all attributes, from over 50 retailers and OEM sites across five countries.
- This is followed by automated data cleaning and standardization, competitive mapping, data matching, and the automated computation of price indexes.
- AI and machine learning-based product matching is conducted across 35K SKUs from various other brands and OEMs.
- Near-real-time monitoring detects price fluctuations, MAP violations, and stock changes (including out-of-stock alerts) for high-velocity SKUs, along with instant notification systems
- A single dashboard displays historical price trends, competitive price indices, pricing anomalies, stock movements, and market share analyses, utilizing various data perspectives.

COMPETE – PRICING DASHBOARD



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

