Intelligence Node

Global Retail Giant wins Competitive Advantage with Intelligence Node

Direct cost savings, improved client satisfaction, and increased profitability using real-time AI-driven insights with Incompetitor

About The Client

The generation-old retailer is a multinational conglomerate headquartered in the United Arab Emirates and has successfully grown into one of the largest and most successful retail and hospitality businesses in several countries across the globe. The company employs over 55,000 people and operates over 2,200 outlets across 20+ countries. The organization provides a value-driven product range for a diverse portfolio of 50+ brands covering apparel, footwear, consumer electronics, cosmetics & beauty products, home improvement, and baby products.

Business Challenge

The company's numerous brands were dependent on rudimentary processes to do competitive research and pricing. In order to understand the competitive landscape, it would provide a list of its products to a selected research vendor which, in turn, would search for these products on competitive domains, generally manually, and then send the list of the competitive products and associated data back to the pricing team. This process could take up to a month depending on the number of SKUs. In addition, by the time the competitive SKU list was in production, 30% to 40% of the SKUs would be out of stock or were discontinued - and this lengthy process would repeat itself again. The lack of visibility into real-time price and inventory took an untold penalty on its profitability and margin growth for its associated brands.

Intelligence Node Solution

Intelligence Node's Incompetitor product gave the retailer real-time visibility and autonomous product level tracking into price, inventory, and assortment attributes. With Incompetitor, the client can now extract its entire catalog and benchmark its products instantly using an automated process. Beyond this core process, Intelligence Node was also able to match the in-store pricing on certain products and compare that data with its online pricing. Incompetitor provides immediate product matching for all branded and private label products, with a 'competitive strength' sequence. The result is that the product is matched to every similar and exact product sold on Amazon. Then, using Intelligence Node data analytics, the industry leader is able to compare pricing and make strategic decisions about product positioning versus its competition. In addition, Intelligence Node enables interoperability with other systems by providing data feeds for real operational impact.

- **Pricing -** Pricing intelligence for setting optimum prices against the competition
- **Sourcing/ supply chain -** Visibility into products missing from the catalogue
- **Product catalog mapping -** Identifying products unique to the catalog

In summary, Intelligence Node enables the client to have a real-time competitive reference, at all times, by utilizing:

Comprehensive Benchmarking Real-time comparison across similar and exact products for accurate benchmarking

Accurate Positioning Real-time insights on positioning products based on the client's product offerings vs the competition

Planning & Control Real-time, data-driven decision making by aligning pricing with that of the competition.

Results

Intelligence Node helps this industry leader reduce direct costs, improve customer satisfaction and win a significant revenue uplift as a result of its real-time AI-driven solution.

- **Direct cost efficiencies -** 20% of its analytics team resources were redeployed to other projects
- **Client satisfaction -** Improved product review ratings by one full point, on a 5-star scale, because of better price alignment vs the competition
- **Revenue impact -** Estimated 12.5% revenue uplift when fully integrated into the wider autonomous framework

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Retail Profitability Redefined

Schedule a Demo and see first hand the insights that our leading clients are leveraging with Intelligence Node.

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