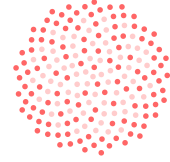


CASE STUDY

Competitive Benchmarking & AI Price Monitoring for a Global Consumer Electronics Leader



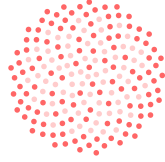
About the Customer

The customer is a multinational technology company and the **world's largest personal computer vendor** by unit sales. The client has **operations in over 60 countries and sells its products in around 180 countries**. Products manufactured by the company include desktop computers, laptops, tablet computers, smartphones, workstations, servers, supercomputers, electronic storage devices, IT management software, and smart televisions.

Business Problem

- ⚙️ The customer had very limited visibility into which competitor computer models were positioned against its core product series
- ⚙️ It needed in-depth, attribute level visibility to track competition across different models with varied configurations which often ran into hundreds or even thousands
- ⚙️ Identifying and comparing the closest competitors' items from hundreds of options and tracking them for price changes daily was a big challenge

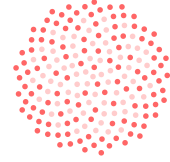




Solution

- ✓ Intelligence Node identified all the options on the competitor websites and using AI-driven algorithms picked the closest relevant matches for the client across its Australia and New Zealand operations
- ✓ Besides identifying a match, Intelligence Node helped the client make competent price adjustments across hundreds of SKUs based on the difference in specifications (4 GB vs 8 GB RAM, etc.)
- ✓ This ensured price normalization on a daily basis and competitive pricing across specifications, especially across competitive brands Dell and HP
- ✓ Intelligence Node dashboards enable the client team to independently manage price changes at the component level and update prices daily based on meaningful comparisons and market changes
- ✓ With Intelligence Node's pricing and competitive benchmarking solution, the customer can monitor prices at the distributor as well as the retailer level

SKU Id	Product Name	Scope	Rule Applied	Brand	Matches	Actual Price	Matching Status	Smart Rule Status	Smart Price
20XY000VAU	Thinkpad_X1 Series 14 In,Touch Wuxga 3 Years,On-Site + 1 Year,Premier Support	Yes	Below (+2) Minimum	Lenovo	4	2,850.32 NZD 2,691.74 Min. 2,691.74 Max.	Overpriced	Underpriced	2,637.91 NZD
20XY000UAU	Thinkpad_X1 Series 14 In,Touch Wuxga 3 Years,On-Site + 1 Year,Premier Support	Yes	Below (+2) Minimum	Lenovo	4	2,947.12 NZD 2,691.74 Min. 2,691.74 Max.	Overpriced	Underpriced	2,637.91 NZD
20XY001JAU	Thinkpad_X1 Series 14 In,Touch Wuxga 3 Years,On-Site + 1 Year,Premier Support	Yes	Below (+2) Minimum	Lenovo	4	3,096.72 NZD 2,691.74 Min. 2,691.74 Max.	Overpriced	Underpriced	2,637.91 NZD
20W4007BAU	ThinkPad T15 Gen2 15.60 In,Touch Fhd 3 Years,On-Site	Yes	Below (+2) Minimum	Lenovo	4	2,040.72 NZD 2,026.25 Min. 2,026.25 Max.	Overpriced	Underpriced	1,985.73 NZD
20W4007CAU	ThinkPad T15 Gen2 15.60 In,Touch Fhd 3 Years,On-Site	Yes	Below (+2) Minimum	Lenovo	4	2,181.52 NZD 2,026.25 Min. 2,026.25 Max.	Overpriced	Underpriced	1,985.73 NZD
20W4007EAU	ThinkPad T15 Gen2 15.60 In Fhd 3 Years,On-Site	Yes	Below (+2) Minimum	Lenovo	4	2,084.72 NZD 2,010.00 Min. 2,010.00 Max.	Overpriced	Underpriced	1,969.80 NZD



Intelligence Node Advantage

- Ⓜ Quick integration - The integration process was completed in 2 days
- Ⓜ Using its proprietary ML-enhanced product attribute library, Intelligence Node enabled access to the category, product, and SKU details across the entire competitive set, comparing exact and similar products precisely
- Ⓜ Complete historical overview of catalogs for inventory movements, replenishment rates, new launches, price and promotion histories, and more
- Ⓜ Capability to extract trending attributes, category as well as pricing performance across categories to support predictive trend forecasting
- Ⓜ Daily refresh rates with the ability to refresh data as fast as every 10-seconds for real-time updates



Simplified Intelligence for Complex Retail Decisions

Schedule a demo and see firsthand how Intelligence Node
is helping leading global brands and retailers leverage
advanced data to unlock growth, savings, and profitability.

BOOK A DEMO