Intelligence Node
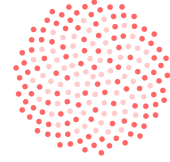
One of the World's Largest Food & Beverage Companies Leverages Intelligence Node's MAP Monitoring to Identify Price Violations

Intelligence Node's 99% price monitoring accuracy & zip code level price tracking helps the customer identify violations across 145 different zip codes on a daily basis

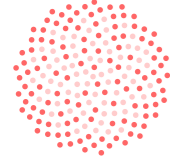www.intelligencenode.com

About the Customer

The customer is a Swiss multinational food and drink processing conglomerate corporation headquartered in Vevey, Vaud, Switzerland. It is the largest food company in the world, measured by revenue and other metrics, since 2014. It has over **2000 brands** in its portfolio ranging from global icons to local favorites and has a presence in over **180 countries**.

Business Challenge

The customer needed an AI-driven MAP monitoring solution for its Coffee Partners division. Having just launched a new high-end brand, it wanted to ensure its product's premium price points are preserved and the brand integrity is maintained. To protect its brand image, the Company needed to monitor prices in regional districts across a diverse set of third party sites multiple times a day and ensure none of the retail partners were violating the Minimum Advertised Prices (MAP).

Its internal solution did not have all the required capabilities and hence the business had to evaluate a variety of third-party vendors. After rigorous evaluation and testing process, the Company chose Intelligence Node as its MAP monitoring and brand compliance partner.

Brand & Price Preservation With AI-driven MAP Monitoring

The client chose Intelligence Node's MAP Monitoring solution for its comprehensive data coverage, and its ability to configure to its exact needs and deliver

- rapid refresh rates
- zip code level tracking
- quick turnaround time

Today, Intelligence Node maps price violations for dozens of SKUs across 12 global competitor websites & counting. Within days of deployment, Intelligence Node had identified accurate price violations which had previously gone unnoticed by the internal team.

Intelligence Node tracks and compares prices for the customer's SKUs across **145 different zip codes** and provides the client with historical data on violations per host for the last 7 days. Intelligence Node's MAP compliance identifies violations with **99% accuracy** and **refreshes the data twice daily** (with capabilities to refresh pricing data at higher frequencies), enabling the client to take quick action against violators. Intelligence Node also identifies price violations for individual products sold as bundles and at basket level (final checkout prices).
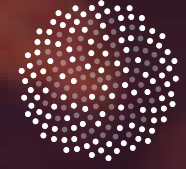
145+
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99%
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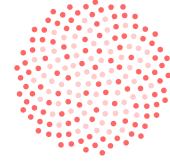
Real-time
email notifications

What the Customer Says About Us

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With Intelligence Node we were able to accurately identify multiple price violations at the zip code level within days of going live. Other vendors we considered could not get this granular nor provide violation checks throughout the day. These features along with real-time email notifications have made MAP monitoring extremely easy for us to implement and get results fast.

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Intelligence Node Advantage

✓ Automated price violation tracking and reporting with email notification feature

✓ 10-second refresh rate capability

✓ Easy search and filter options for drilled down data

✓ Identification of high-risk sellers & products with at least 99% accuracy

✓ Reduction in operational and seller compliance costs by almost half

✓ Responsive support team with ability to configure and scale as needed

Simplified Intelligence for Complex Retail Decisions

Schedule a Demo and see first hand how Intelligence Node
is helping leading brands leverage data and convert it
into cost savings and eCommerce profitability.

BOOK A DEMO