Intelligence Node

HermanMiller

Retail Profitability Redefined

Herman Miller MIRRA 2 CHAIR Product Journey

ABOUT INTELLIGENCE NODE

Create a Winning eCommerce Business

Intelligence Node helps eCommerce businesses convert shoppers into buyers with real-time price, assortment, and search analytic insights.

Our proprietary AI-driven algorithms offer the most accurate product matching and the fastest data refresh rates in the industry.

Leading as a premier independent data powerhouse, Intelligence Node has created the world's largest pricing dataset with unmatched accuracy - feeding the growth of more than $600 billion in retail revenue globally.

We help you convert shoppers into buyers by helping you compete and win in the following key areas:
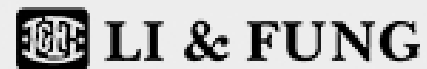
Price   Assortment   Search visibility   Minimum Advertised Price compliance

WHY INTELLIGENCE NODE?

Best-In Class, Award-Winning AI Capabilities

Intelligence Node's pricing and competitive analytics platform reveals actionable data insights enabling dramatic margin growth and a rapid ROI.

We offer the most accurate AI-based product matching, the fastest real-time refresh rates, no technology integration, and much more.
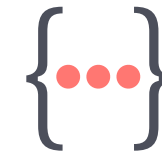
Best-in-Class Product Matching

99%

Fastest Data Refresh Rate

10-second

Setup Integration in

Less than 1 day

Broadest Multi-currency Multilingual Setup

100+ languages

SERP & SEO Insights to rank on

1st page

Largest AI-driven Retail Dataset, Globally

1 billion +

CONTENTS

- Discovering and mapping exact and similar products

- Leveraging patent-ready technology

- Monitoring pricing and visibility trends

The following slides cover the journey of a single product from discovery to real-time price optimization.

The same can be replaced across any **product**, across any retail **category** and any **geography/retailer**.

PRODUCT IN CONSIDERATION: HERMAN MILLER MIRRA 2 CHAIR

Description: Herman Miller Mirra 2 Chair - Tilt Limiter and Seat Angle, Butterfly Back

Details :

Color: Graphite

Material: Synthetic Fiber

Item Weight: 35 lbs

Product Dimensions: 26.5 x 28 x 38.8 inches

Style: Contemporary & Modern

Adjustable Height: Yes

Recline Angle: 99.5 degree, 122 degree

Locking Mechanism: Push Back Lock

Bend Direction: Outward

Ergonomic: Yes

Average Customer Review: ★ ★ ★ ★ ☆

Amazon Best Sellers Rank: #183 in Home & Kitchen > Furniture >

Home Office Furniture > Home Office

Desk Chairs > Adjustable Chairs

amazon.com

Selling Price : **$979**

INTELLIGENCE NODE PRODUCT JOURNEY

VISIBILITY	PRICE	DISCOUNT	ATTRIBUTES

Discover and compare exact and similar product across the globe

Update and review prices basis real-time price comparisons and insights across platforms

Leverage competitor movements to generate smart prices and offer discounts

Analyze SKUs on an attribute level to identify demand patterns

DISCOVER AND MAP EXACT AND SIMILAR PRODUCTS

EXACT MATCH ACROSS RETAILERS, CATEGORIES, AND CATALOG LANGUAGES

PRODUCT IMAGES ACROSS THE GLOBE
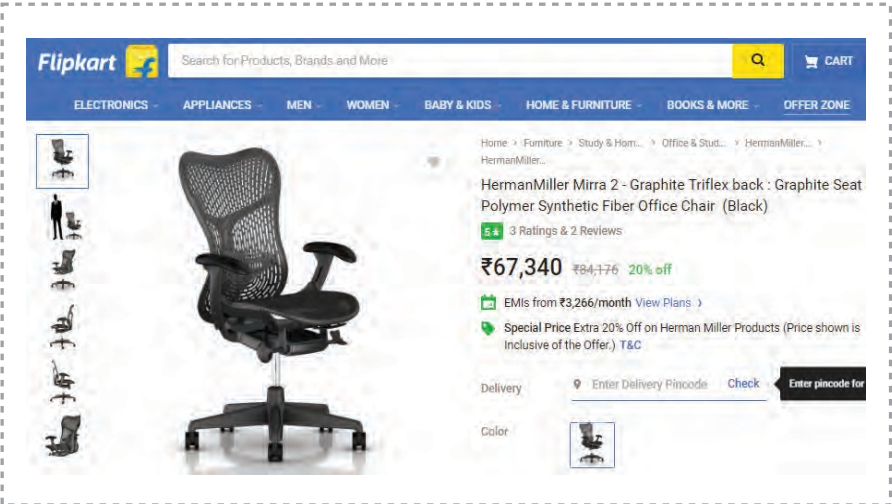
SIMILAR MATCHES

Product in consideration

Similar product

Similar product

	Product in consideration	Similar product	Similar product
Style	Contemporary & Modern	Contemporary & Modern	Contemporary & Modern
Adjustable Height	Yes	Yes	Yes
Head Support	Back	Back	Back
Swivel	No	No	No
Locking Mechanism	Push Back Lock	Push Back Lock	Push Back Lock
Bend Direction	Outward	Outward	Outward
Ergonomic	Yes	Yes	Yes
Color	Black	Black	Black
Item Weight	35 lbs	45.8 lbs	55 lbs
Product Dimentions (In inches)	26.5 x 28 x 38.8	24.8 x 27 x 43.2	29 x 29 x 40

Height is a major difference, seat depth and width have marginal difference

USING PATENT-READY TECHNOLOGY

WE CRAWL INTELLIGENTLY!

Case Study: Smart crawling

February

Intelligence Node deploys new crawling framework by implementing Machine Learning and in-house developed smart algorithms that predict website blocking patterns

June

Amazon changed/improved its anti-scraping technology

July

Intelligence Node receives requests from competitive companies to assist with Amazon

OUR TECHNOLOGY ENABLES ACCESS TO THE WHOLE E-COMMERCE WORLD

◆ Multilingual platform currently supports twenty-nine languages from geographies, which together cover 95% of the world's gross domestic product (GDP)

◆ Using our crawling technology, we are able to listen to data not only on the web but also on mobile platforms
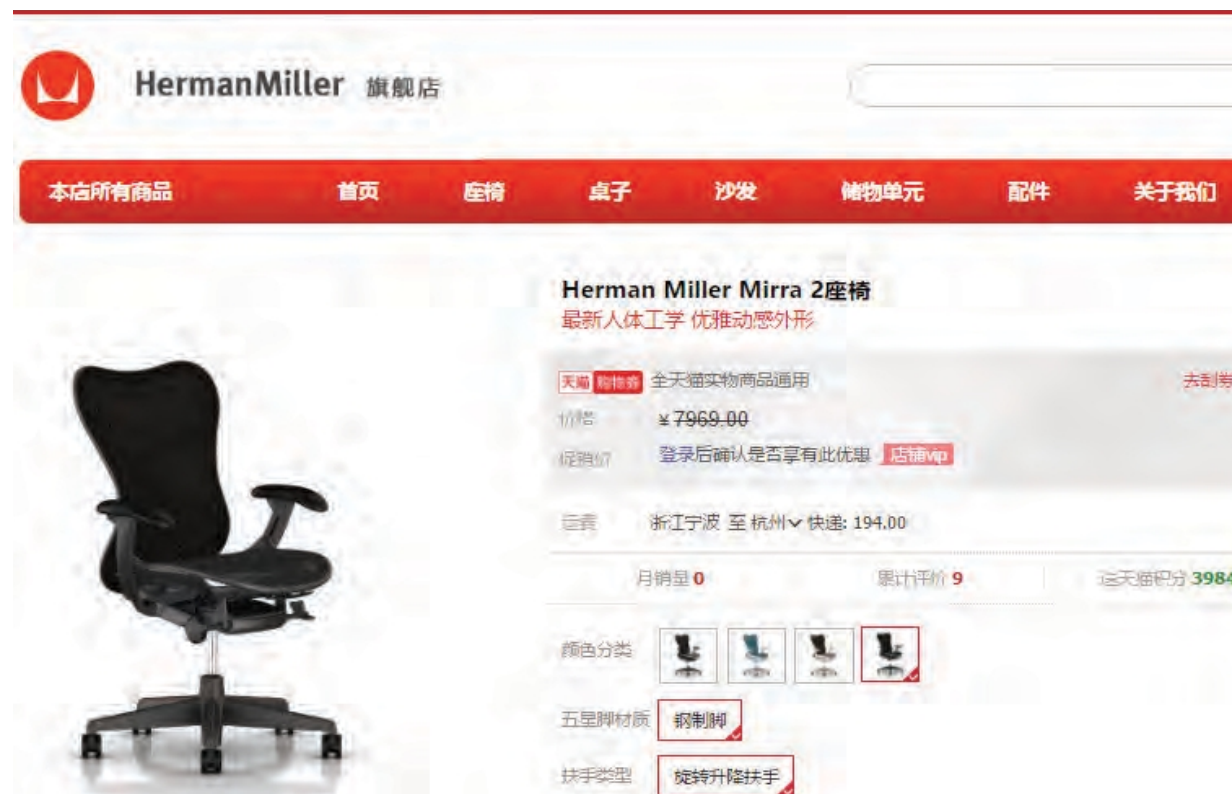
MONITORING PRICING AND VISIBILITY TRENDS

PRICES IN LOCAL CURRENCIES

Compete with local players effectively with price comparison across local currencies
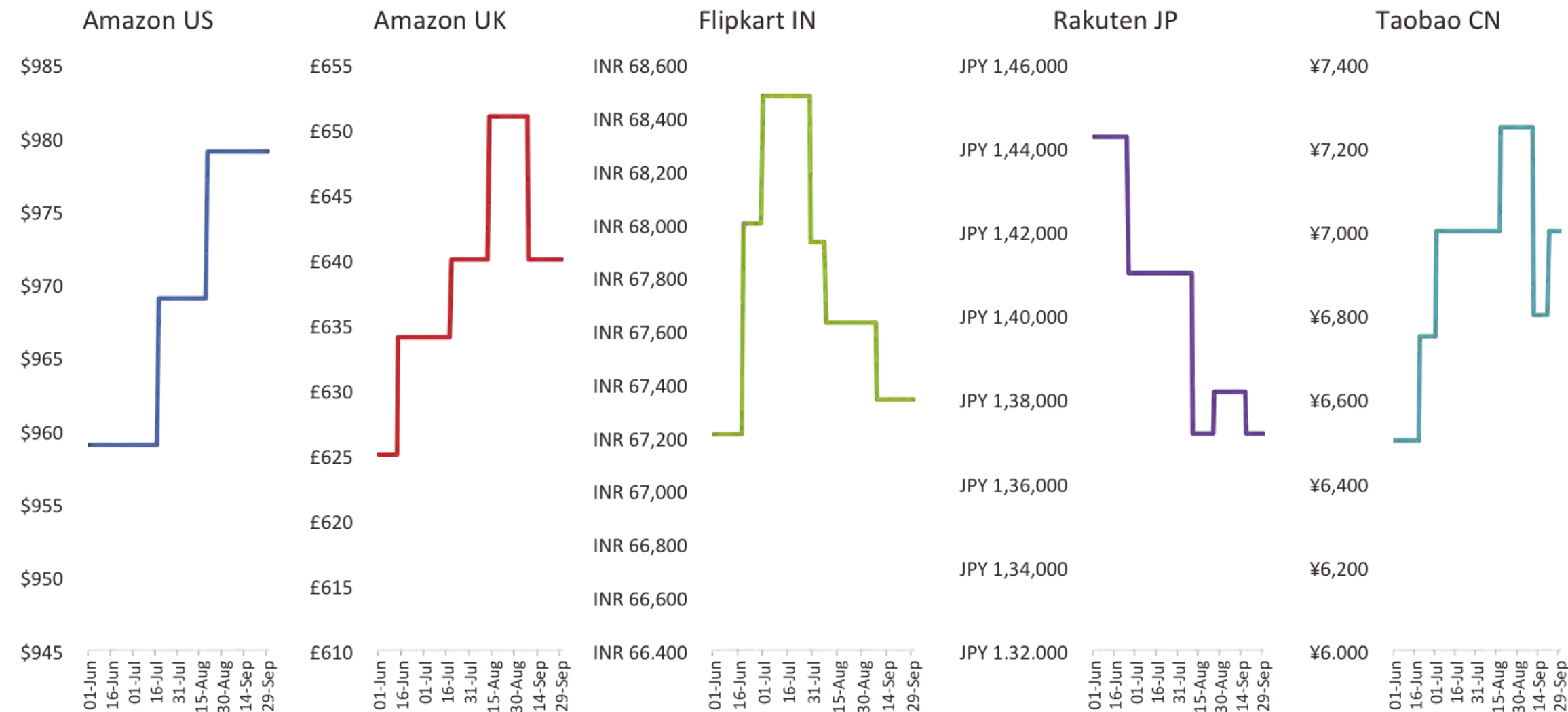
Compete with local players effectively with price comparison across local currencies

SINGLE CURRENCY VIEW AS WELL (USD)
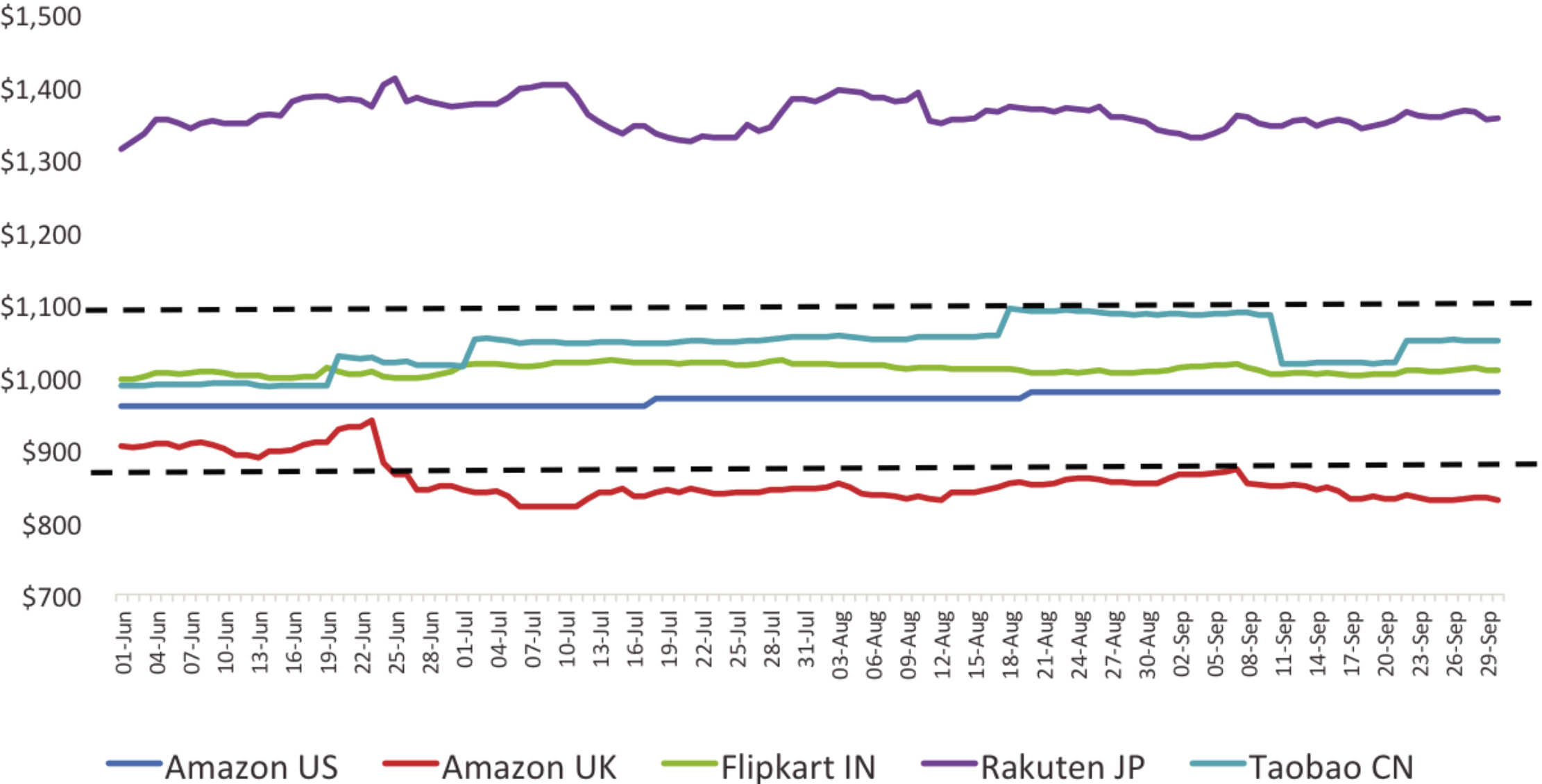
- What is the best price/strategy
- Maximum margin/sales price USD 1100
- Liquidation: USD 850

Legend: Amazon US, Amazon UK, Flipkart IN, Rakuten JP, Taobao CN

AMAZON'S (US) STRATEGY – HERMAN MILLER MIRRA 2 CHAIR

Price

Visibility

⦿ Increase in price and corresponding increment in visibility of the product

AMAZON'S (UK) STRATEGY – HERMAN MILLER MIRRA 2 CHAIR

Price

Visibility

- Upward trend in price till first week of Sept.

- Price is stable after marginal drop in price

- Visibility has been fluctuating till August but it remained unchanged for September

FLIPKART'S (IN) STRATEGY – HERMAN MILLER MIRRA 2 CHAIR

Price

Discount

Visibility

- Price is quite stable after offering -24% uninterrupted discount on the product

- Visibility also remains stable at 90

RAKUTEN'S (JP) STRATEGY – HERMAN MILLER MIRRA 2 CHAIR

- Price is continuously declining since last week of June

- However, visibility is following upward trend

TAOBAO'S (CN) STRATEGY – HERMAN MILLER MIRRA 2 CHAIR

- Tweak in price by changing the product's visibility

- Product performance is being tested with different strategies:
  - Constant price and dynamic visibility
  - Constant price and constant visibility

NO CLEAR PICTURE ON AMOUNT OF DISCOUNT OFFERED

SIMILAR ITEM ANALYTICS

PRICES OF SIMILAR PRODUCTS ON AMAZON.COM

Steelcase Leap Chair

Zody Chair by Haworth
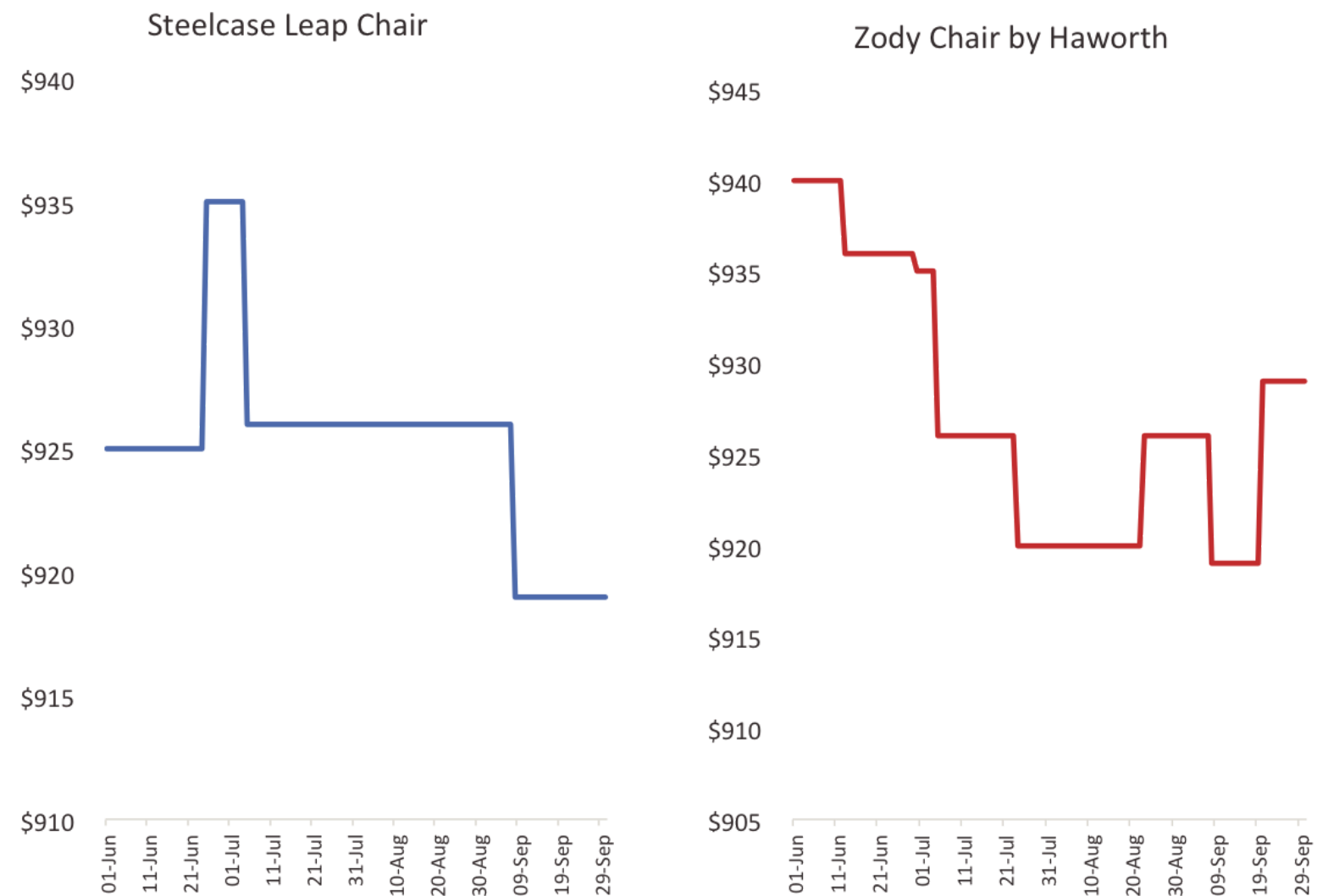
Monitor prices of similar products for a particular time period, analyze price movements on various platforms and alter pricing accordingly

PRICES OF SIMILAR ITEMS ON AMAZON.COM AT BASE 100%
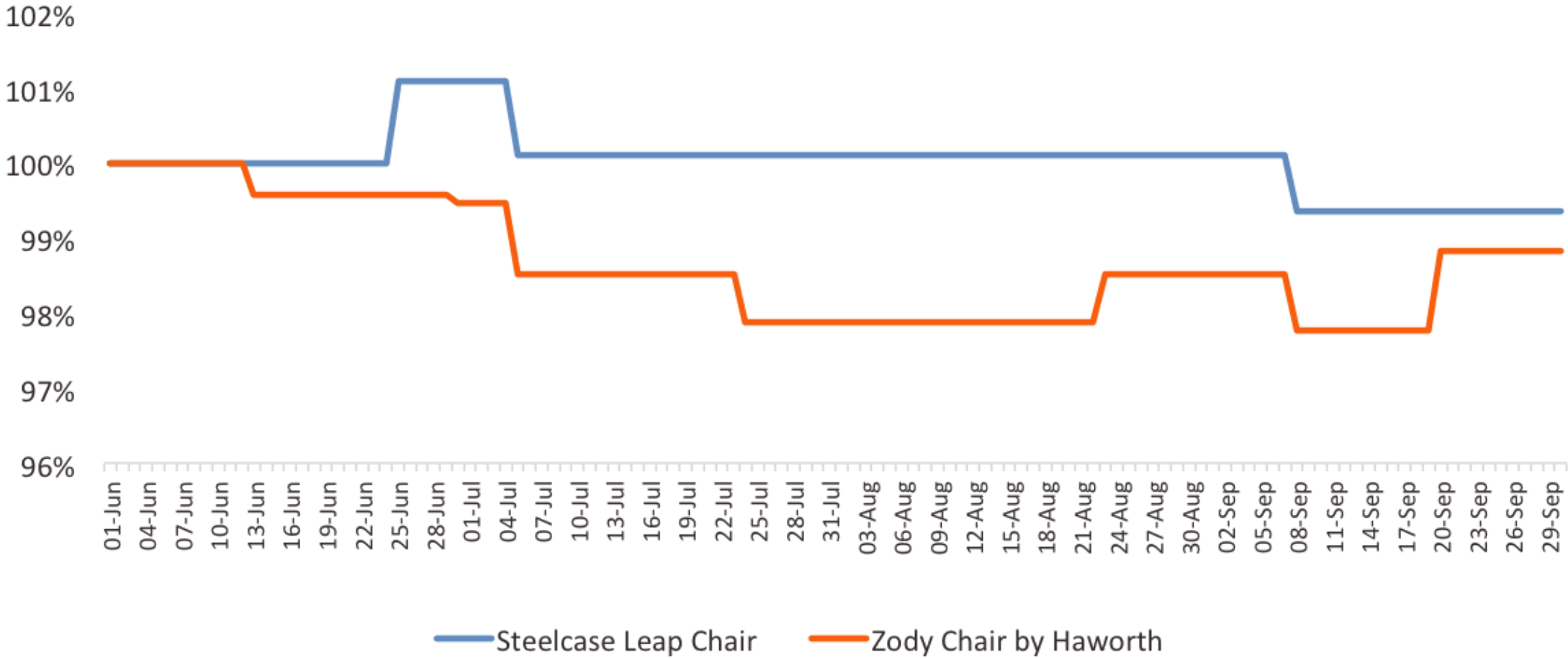
- Price of Zody chair is much lower as compared to Steelcase's leap chair

- Price remained stable for Zody chair for most of the days except twice changes

- Steelcase leap chair dropped price at its lowest on 25th July and then it gradually started recovering

Steelcase Leap Chair — Zody Chair by Haworth

VISIBLITY OF SIMILAR PRODUCTS ON AMAZON.COM AT BASE 100%
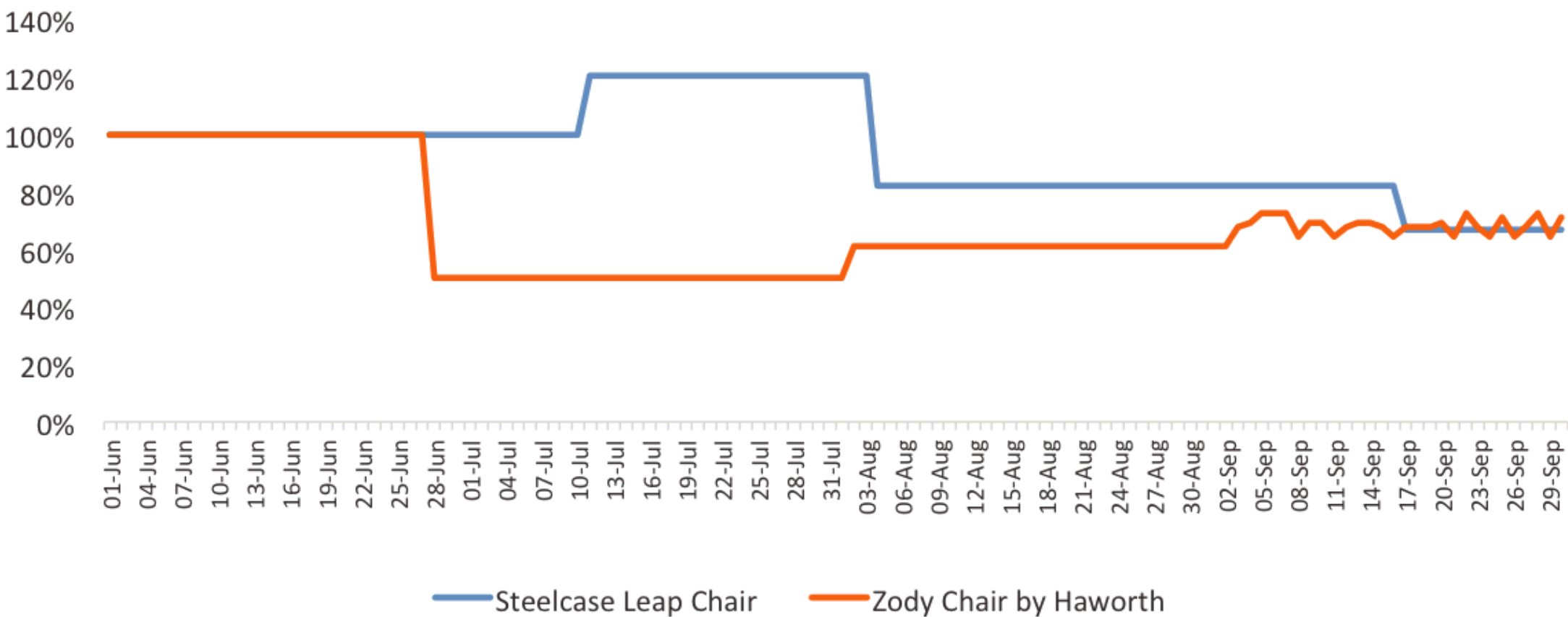
Visibility of Zody chair was lower as compared to Steelcase's leap chair during July, August and mid September

AMAZON'S (US) STRATEGY - STEELCASE LEAP CHAIR

Price

Visibility

- Price is lowest in September after a jump in last week of June

- Visibility is lower and its following downward trend since August

AMAZON'S (US) STRATEGY – ZODY CHAIR BY HAWORTH
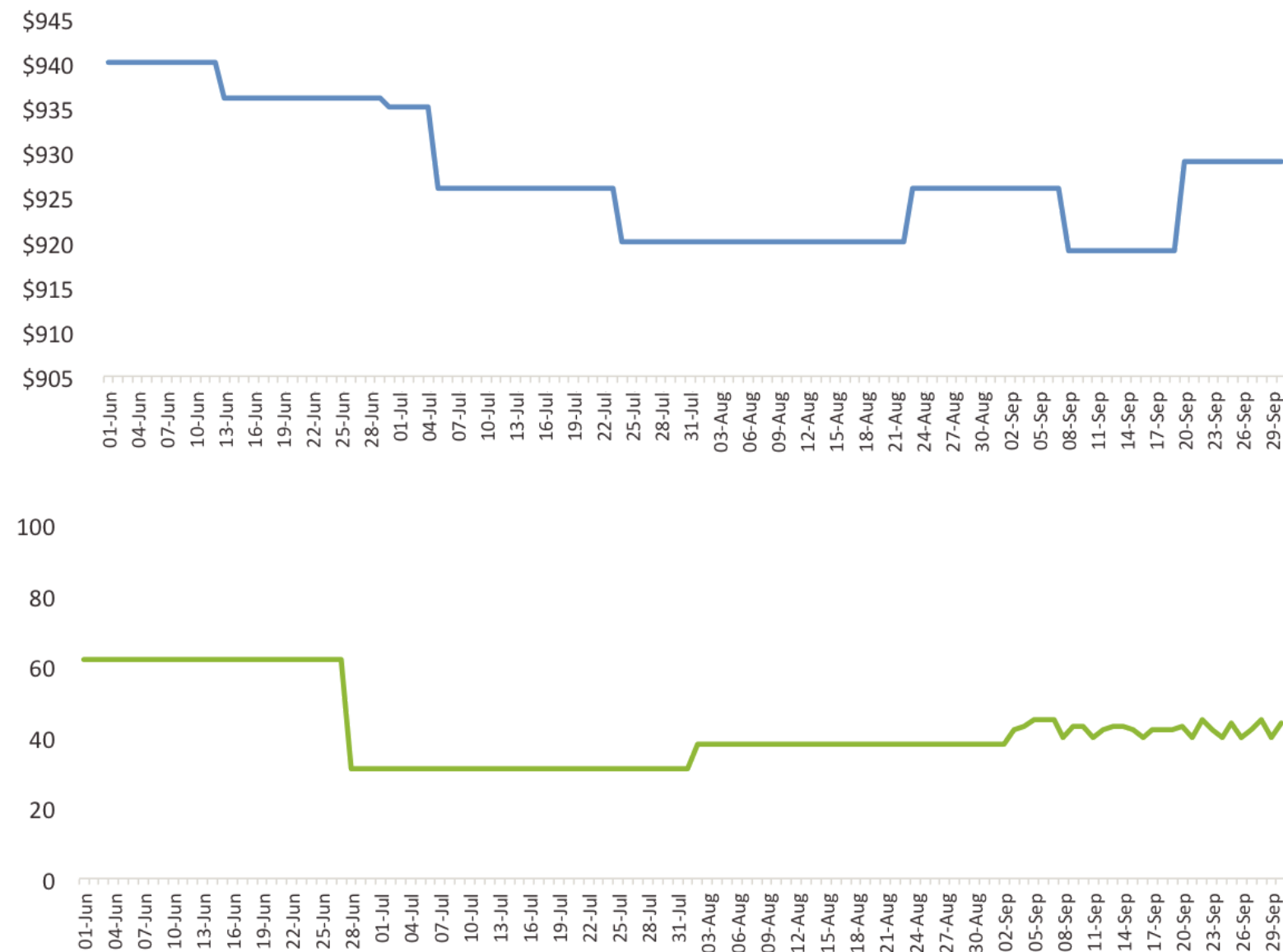
- Tweaking in price has been continuous and $919 was the lowest during mid September

- Visibility has remained quite stable after a sudden downfall in June end

WHAT'S NEXT?

PRICING BASED ON COMPETITIVE MOVEMENTS

Set custom pricing rules

Generate smart price

PERFORM STORE LEVEL ANALYTICS

Identify products at a group or store level that are candidates for price change or have cross-sell/upsell potential with other related products.

Price stretch/elasticity

- Identify the best price (by SKU) to maximize revenue, and quantify the impact of mispriced products

Catalog & Inventory

- Forecast demands by SKU and calculate the optimum quantity of inventory (demand based) that should have been in place
- Identify gaps during the period and quantify lost sales

Product Bundling

- Identify bundling opportunities and efficiencies
- Measure the impact of implementing smart bundling strategies and quantify lost revenue

Basket Dynamics

- Identify the products which are going into the consumer's basket to define strategies and estimate basket level discount provided you add a certain product to the basket

Book a demo now and experience real-time, data driven eCommerce insights across your retail and competitor landscape.

Contact Us

www.intelligencenode.com

contact@intelligencenode.com