

Revenue Optimization

To prevent declining operating margins and market share, retailers need to implement consumer-centric pricing strategies based on rational data-driven - “scientific” - analysis. A rational pricing strategy is essential given that:

- *Rapid product proliferation* has increased the complexity of product offerings and the effort required for price management and analysis
- *Increased low-price competition* is forcing retailers to justify the premium charged on products needed to sustain their revenue models
- *Price life-cycle management based on ‘gut-feel’ analysis and static rules-based approaches* impacts margins and competitiveness

Infosys Revenue Optimization Solution

Infosys’ rational and “scientific” Revenue Optimization solution assists retailers in making optimal pricing decisions based on consumer behavior, without compromising existing pricing strategy or brand image.

The solution enables retailers to:

- **Develop a road map for revenue optimization**
De-risk merchandising initiatives by adopting a phased approach to Revenue Optimization, ensuring scalability and increased ROI at every stage
- **Plan efficiently with store and product clusters**
Plan and identify clusters of like stores and products using statistical procedures, correlation techniques and manual intervention
- **Achieve strategic alignment**
Align price in a dynamic environment by efficiently managing business rules and incorporating exceptions in the approval cycle
- **Effectively manage change**
Migrate smoothly to Revenue Optimization. Mitigates risk, while ensuring your merchandising organization gradually adopts a rational pricing strategy
- **Ensure Data Integrity and Scalability**
Facilitate data integrity by leveraging Infosys’ Master Data Management solution and expertise

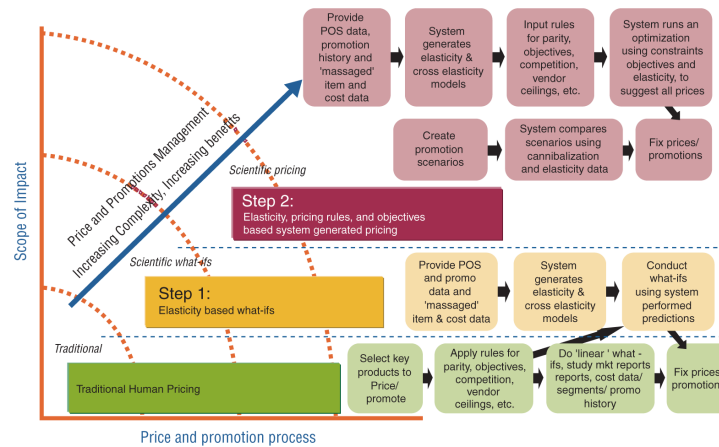
Solution Benefits

Infosys’ Revenue Optimization solution helps retailers

- Achieve better sales performance and higher margins
- Accurately monitor ROI and factor in product cannibalization during promotional periods
- Implement markdowns based on informed and “scientific” analysis

Solution Approach

Infosys adopts a phased approach to help retailers successfully transition to scientific pricing. The process involves master data management, change management, business rules management and process definition.



Infosys Retail & CPG Practice

Our Retail & CPG Business Unit provides business solutions to the industry's leading firms to enable them to become more competitive. Our client base spans all major segments of the value chain, from leading retailers to distributors and CPG manufacturers.

The 3000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are an active member of EPCglobal and ARTS (Association for Retail Technology Standards).

Allied services

Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

Business Intelligence

As data volumes grow, extracting knowledge from the data will be a challenge. Our business intelligence solution is designed to deliver that power to you enhancing your customers' experiences, by designing real-time data warehouses.

Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of their parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dynamic productivity growth like no one else can.

RFID Implementation

The success of your RFID program depends on selecting the right processes and technologies. Our RFID reference architecture and phased approach mitigate your risks and ensure seamless integration with your existing enterprise systems.

Infosys | Building **Tomorrow's** Enterprise

For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.