



Customer Case Study

PHILIPS

The Client

Philips is a leading healthcare technology brand, operating globally and across multiple channels. Its core objective is to grow its global direct-to-consumer (D2C) channels. Philips uses Omnia to collect data, automate pricing and enforce its commercial policy globally.



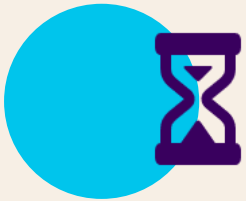
Core Challenges

- Pricing adjustments required significant manual effort to collect market prices and calculate new prices, resulting in low frequency of price changes.
- Pricing maturity varied across different active markets, leading to price-related complaints and challenges.
- Need: Greater control over commercial policy to improve customer NPS by preventing insult pricing.



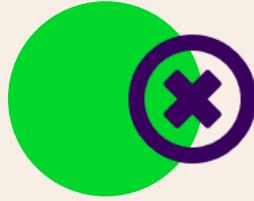
Before Omnia: Understanding the customer's initial challenge

Philips, one of Omnia's longest standing partners, has achieved continuous growth through an agile methodology, the flexibility of Omnia's platform and a strong partnership through a customer success approach.



Customer Background

After an initial pilot in the UK market, Omnia software has been rolled out to 20 countries over 3 continents. We began with simple strategies and continue to experiment and optimise even today.



Project Requirements

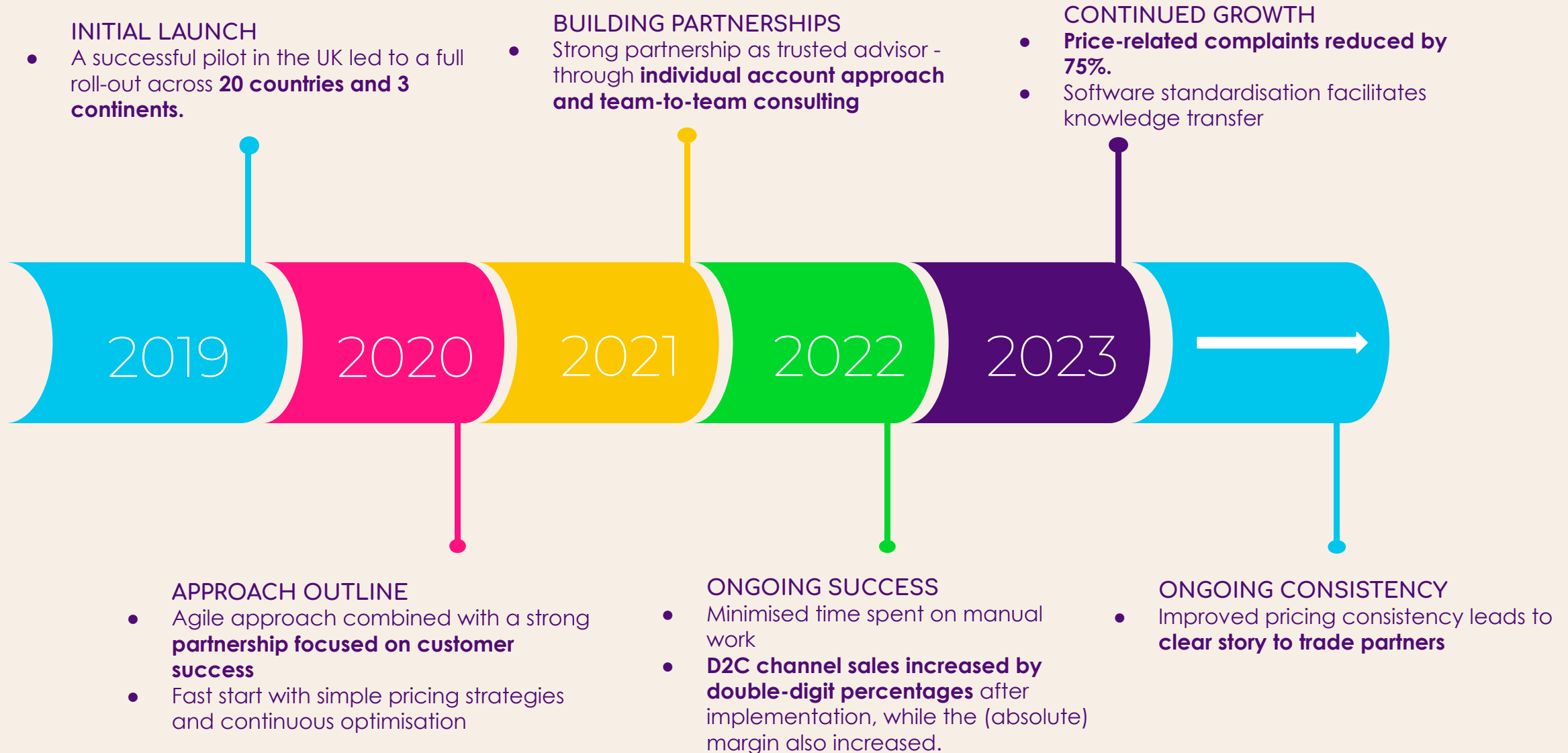
Outside of increasing sales of the D2C channel, Philips wanted to gain more control on commercial policy - improving customer NPS by preventing insult pricing.



Elements of Success

Minimise time spent on manual work, standardise software across markets and improve pricing consistency. The combination of these elements creates a clear story for trading partners.

Outline To Success



Key objectives



Unified Market Approach

Philips was looking for a solution that could harmonise pricing across all active markets. Pricing was previously decentralised. Omnia provided a platform to strategically manage pricing across the organisation.



Automated & Flexible Pricing Policy Implementation

The company wanted to leverage and increase revenue from its direct-to-consumer (D2C) channel. Price changes were infrequent due to the difficulty and inefficiency of manual price changes. With Omnia, pricing was made consistent and supported with data across all markets. This led to higher conversions and success in the D2C channel.

Unleashing Omnia: The power of reliability

Thousands of SKUs

High quality data for **Philips Assortment** in **20 Markets**, everyday, 4 times a day

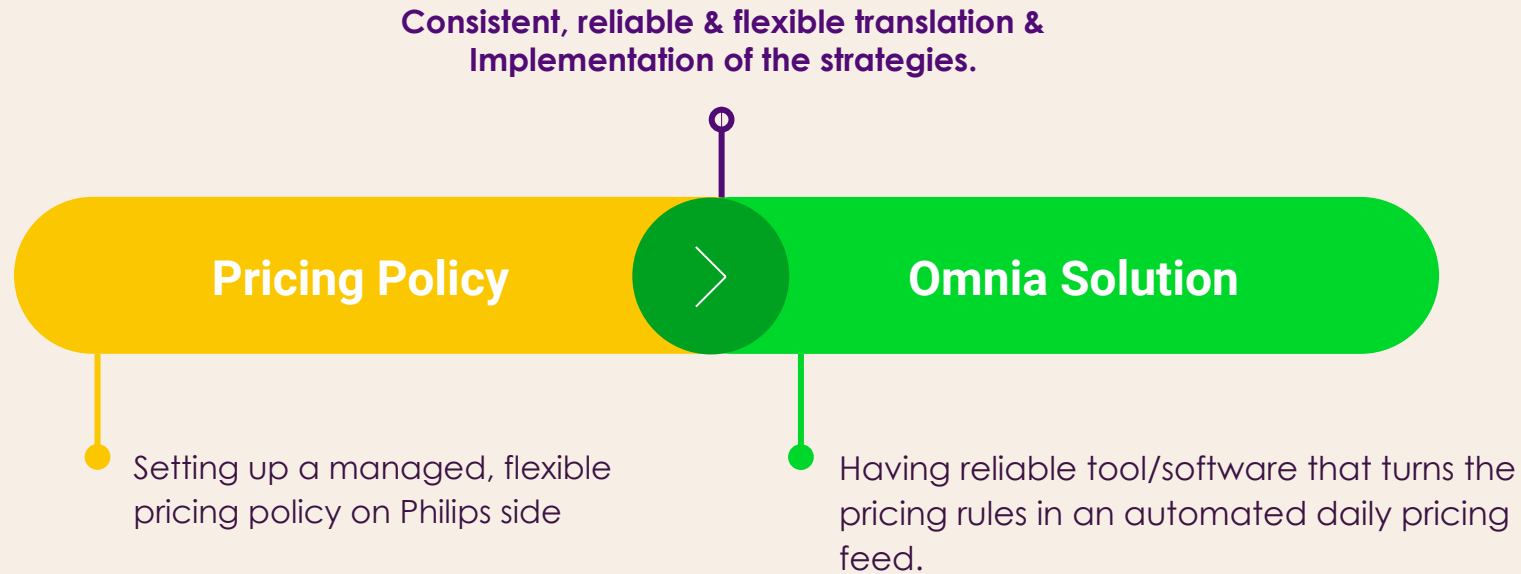
20+ Portals

Easy to review and customise for **multiple countries** and **various shops as well as strategies**

6 Years of Partnership

Being up-to-date **in all countries once a day**, for **60.000 Price advices**;
Reliable data for a successful strategy and able to respond faster to market changes

Solution



The primary solution was to create an environment where Philips could manage its pricing in a consistent way across countries.

Omnia's platform provided an easy-to-manage and comprehensive solution where Philips could monitor the performance of multiple channels across multiple countries and continents, providing strategic insight at the highest level.

As a result, the company now has a well-defined and approved pricing policy and effective monitoring within the Omnia platform. Maximising benefits and unlocking significant untapped potential within the Philips pricing landscape.





Outlook / Conclusion

Royal Philips is a continuous growth story together with Omnia. Through a truly collaborative approach, Philips has been able to achieve and maintain a strategically positive pricing strategy across its multiple retail channels in a managed system that minimises manual intervention.

Growing Together: Omnia is a true pricing partner to Philips - not just a software provider, but a mission-critical asset to Philips' overall global pricing. Omnia supports Philips' growth and development in pricing through one-to-one consultancy, customer support and SLAs.

