



EP: made the transition from a traditional purchasing organization to a retail formula with a marketing idea. EP: transformed 86 stores with their own faces, webshops, and individual pricing into a formula with a clear proposition and brand identity for the consumer. This also includes an online platform with a centralized pricing policy.

Sebastian Leemreize,
HEAD OF MARKETING & ECOMMERCE AT
ELECTRONICPARTNER

ElectronicPartner (EP:) is one of the largest electronics purchasing organizations in Europe with approximately 475 affiliated stores in the Netherlands alone. As a collective of entrepreneurs, the Vianen-based Dutch Headquarters helps organize cooperation between suppliers, EP: stores and individual entrepreneurs.

Challenges

Pre-internet and e-commerce, comparison shopping on electronic products wasn't as popular as it is today because consumers didn't travel far to make a purchase. Traditionally, consumers would simply walk to their local retailer and purchase whatever they needed. Local business owners did not see the electronics retailer in the next town as "competition" because the town itself was an entirely different market.

Shoppers today no longer only search for products in their local electronics store. Instead, the internet is now the local marketplace. To compete with retail giants on price, smaller independent retailers teamed up and formed buying groups to secure better purchase conditions.

This model worked well for several years, but as e-commerce grows in importance and the frequency of price changes increases, local retailers need technology to keep prices competitive in this new transparent market.



As buying group, ElectronicPartner wanted to support its entrepreneurs with this matter, so the pricing decisions needed to be centralized within the organization.

How Omnia Helped

EP: developed a pricing strategy with guidelines to help entrepreneurs compete online, and the next step was finding the right tools to expand the strategy to the online platform.

Already an Omnia pricing data customer for four years, it was a logical step for EP: to introduce the Dynamic Pricing module. The organization translated its pricing strategy into business rules in Omnia. After that, the tool took over and gave price advices for a few selected categories.

Results

Within a seven-week pilot period, ElectronicPartner's results were clear: Dynamic Pricing was working, and it was working well. In under two months ElectronicPartner saw a 50% increased revenue on their online channels and a 70% increase in the number of units sold online.

+50%
increased
revenue online

(compared to the same period the previous year), a result of dynamic pricing combined with the renewed focus of entrepreneurs on business-boosting endeavors

+70%
increase

in the number of units sold across the board

EP: not only felt that it could trust the system, but the organization was also thrilled with the results. The new market-level prices improved relationships with local customers who wanted fair prices for electronics from their local store, and entrepreneurs could focus on other business goals, not price chasing.

Conclusion

The excellent pricing strategy of EP: let the organization achieve its ambitious goals, and Omnia's Dynamic Pricing software was the key that unlocked that strategy on the online platform. Entrepreneurs can now focus on the core of their business, while a powerful algorithm generates competitive prices based on the business rules of EP:'s pricing strategy. EP: now runs the fully automated process multiple times a day.

We needed a tool where we could combine our own strategy with an integrated dynamic pricing strategy including a healthy margin structure on category and brand level. With Omnia, this resulted in a competitive omnichannel strategy which is efficiently set up in a way that makes it easy to anticipate market developments. Omnia offers the flexibility needed to be able to expand decisions and developments within the organization to our online platform.

Nik Kunst,
PRICING MANAGER AT ELECTRONICPARTNER

Get in touch with Omnia

Interested in learning how Omnia can help you achieve your business goals? Reach out today to get started for free.

OMNIA HQ
Prins Bernhardplein 200-A3
1097 JB Amsterdam, The Netherlands
+31 (0)85 208 3140