



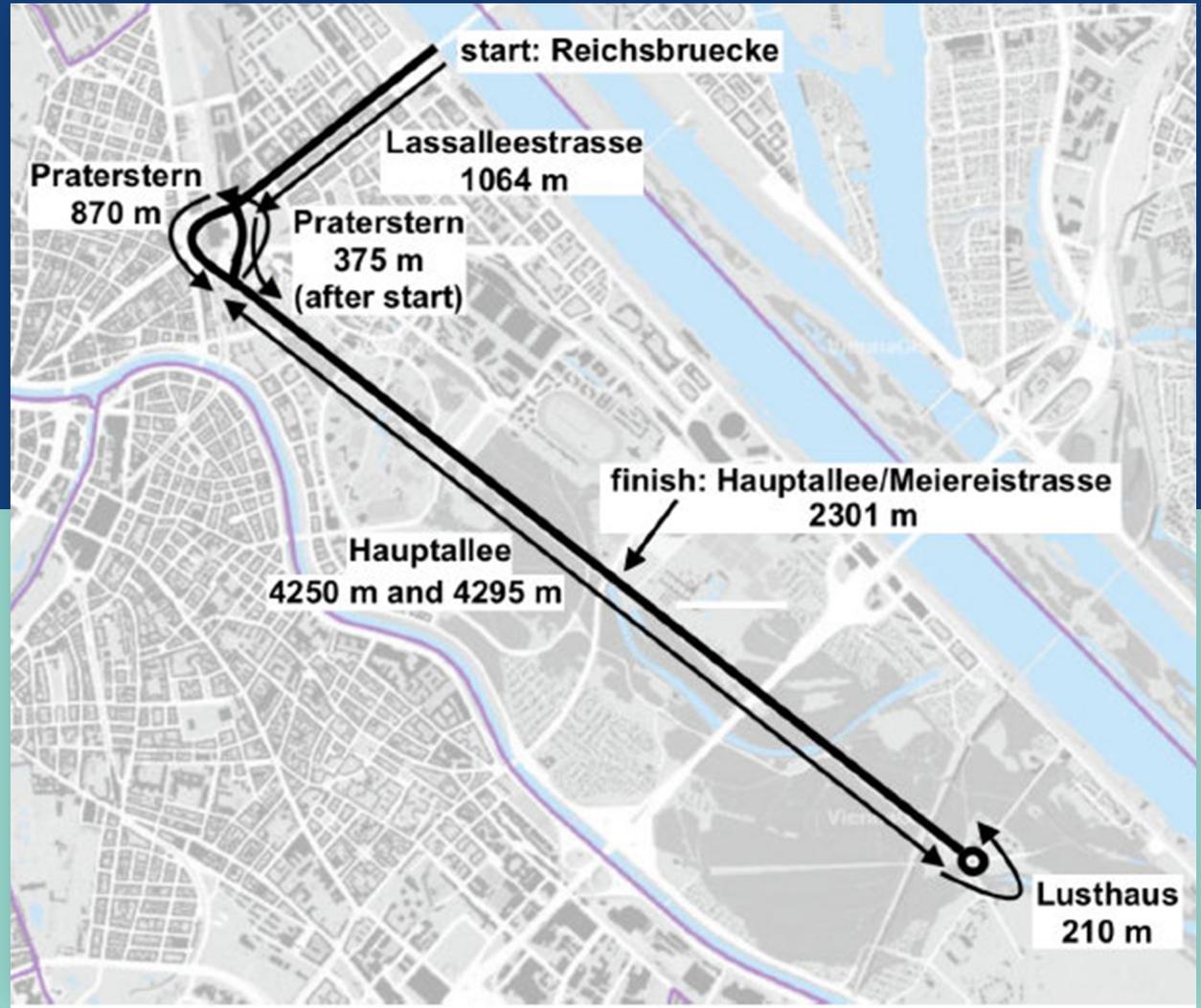
Solving Retail's Growing Complexity

WITH SANDER ROOSE



1:58:51









A woman with long dark hair, wearing a dark blazer over a white top and dark pants, stands with her arms crossed in a room with blue-tinted walls and floor. A large, dark shadow of her is cast on the wall behind her to the right. The overall mood is professional and powerful.

Unleashing superpowers by
democratizing expertise and
automation.

A woman with long dark hair, wearing a dark blazer over a white top and dark pants, stands with her arms crossed in a blue-tinted room. Her hair is blowing in the wind. A large, dark shadow of her is cast on the wall behind her to the right. The floor is made of large square tiles.

Unleashing superpowers by
democratizing expertise and
automation.



DECATHLON

Supporting rapid growth in a competitive marketplace.

Omnia helped set up our omnichannel strategy for both pricing and marketing. Their product-focused and data-driven approach allowed us to reach our ambitious growth goals in a highly targeted way

Laurens Spiele,
E-COMMERCE DIRECTOR AT
DECATHLON NL

Decathlon S.A. is a French sporting goods retailer. With over 1400 stores in 45 countries, it is the largest sporting goods retailer in the world.

Challenges

How do you reach rapid growth in a crowded marketplace? Decathlon NL asked itself this question in 2015, and ultimately found Omnia as a solution.

When Decathlon entered the Dutch market, it had ambitious goals: the company wanted to be known as the best value-for-money sports retailer in the country, and grow rapidly while remaining profitable.

Decathlon had a detailed plan for its growth, but lacked the technical and operational tools necessary to reach its goals. The company chose Omnia's software to bridge this gap.

How Omnia Helped

Decathlon NL used Omnia's products to automate its pricing and online marketing. In addition to daily monitoring of pricing data with Pricewatch, Decathlon used Dynamic Pricing to automatically adjust prices according to its strategy.



With Omnia's marketing automation suite Decathlon optimized the feeds to all the marketing channels and automated bids to Google Shopping. Pricing information was used to push their most competitive products more aggressively.

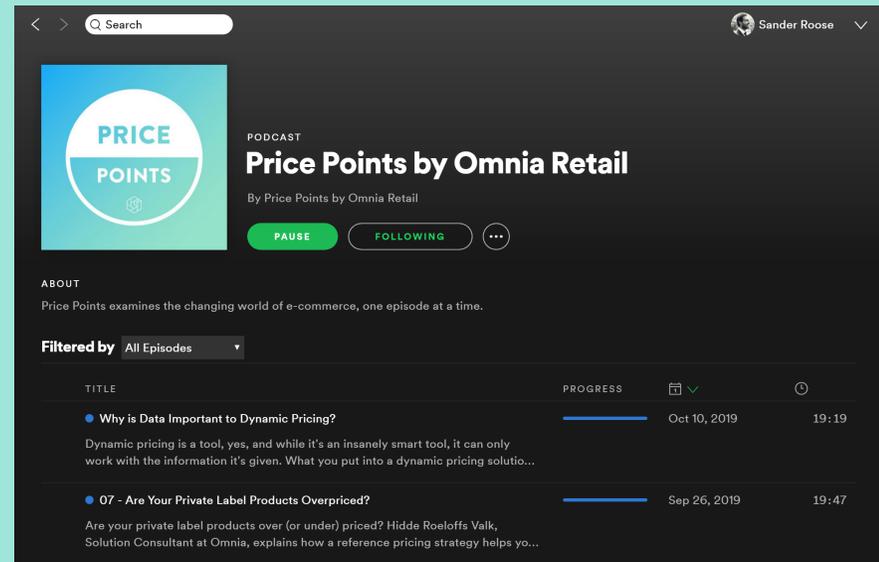


omnia | reinventing retail

Retail Pricing Wars

A report on UK retailer pricing strategies

Research by Omnia Retail | December 2018



Stay ahead *of the curve*

Subscribe to Omnia's monthly newsletter
and get the latest e-commerce and retail
trends delivered directly to your inbox.





Microsoft

NLD 943 940

TURING

Retail complexity *has increased*



ASSORTMENT

3K PRODUCTS

That fit in a physical store



20K PRODUCTS ON AVERAGE

across Omnia's customers, and growing 20% in the last 2 years



MARKETING CHANNELS

WEEKLY UPDATE

Of one marketing channel (physical flyer)



INTRADAY UPDATE

Of over > 50 marketing channels



STORE FRONTS

PHYSICAL STORE

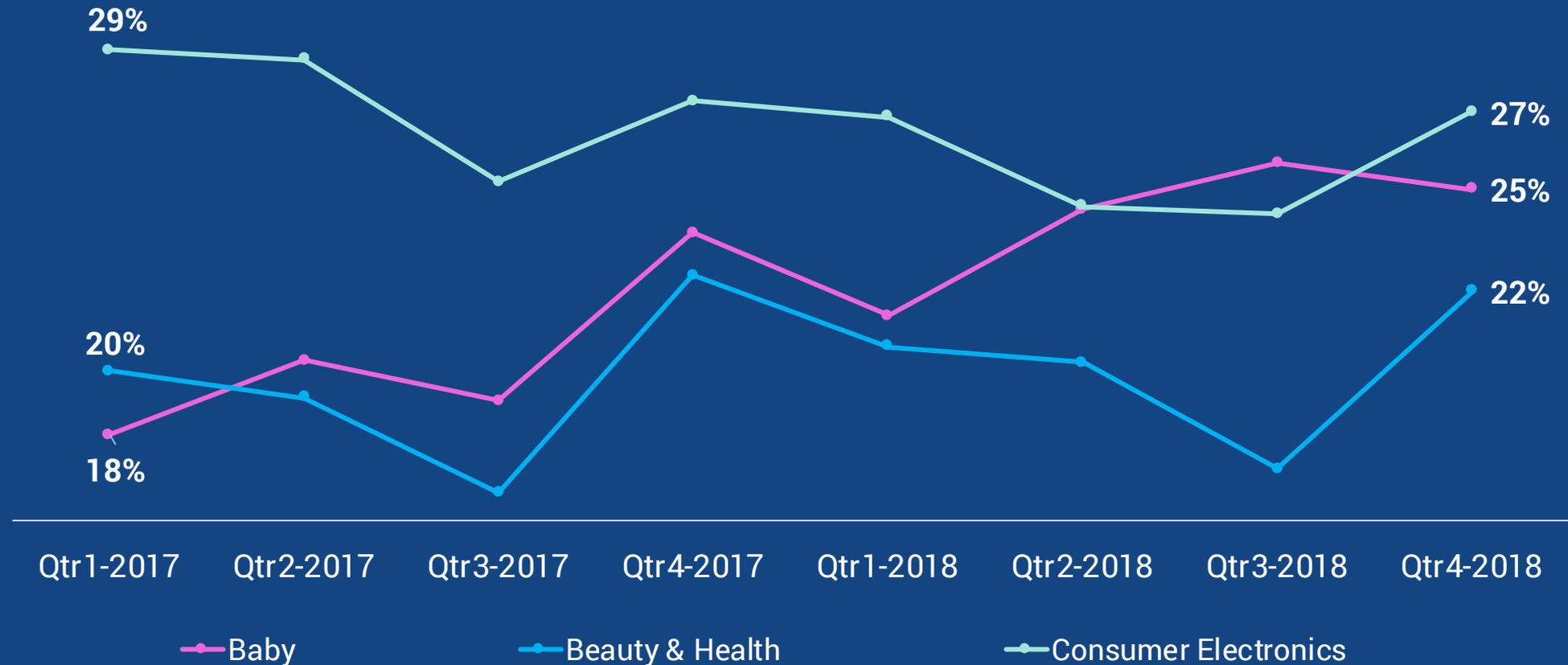


OMNICHANNEL EXPERIENCE

Competition *more intense*

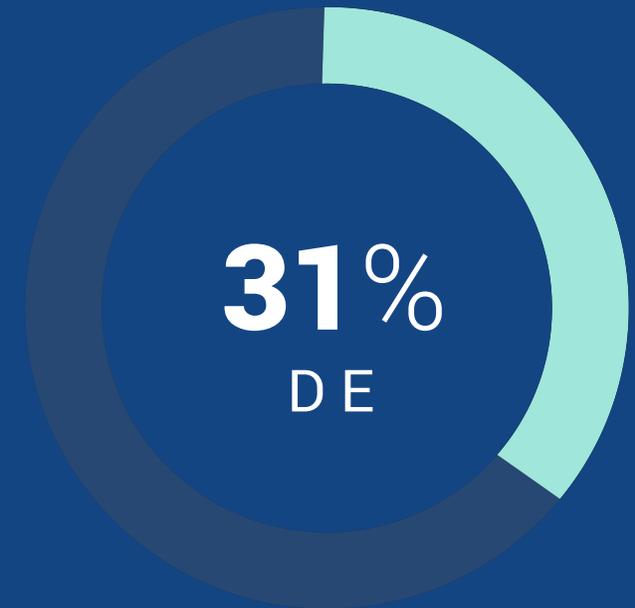
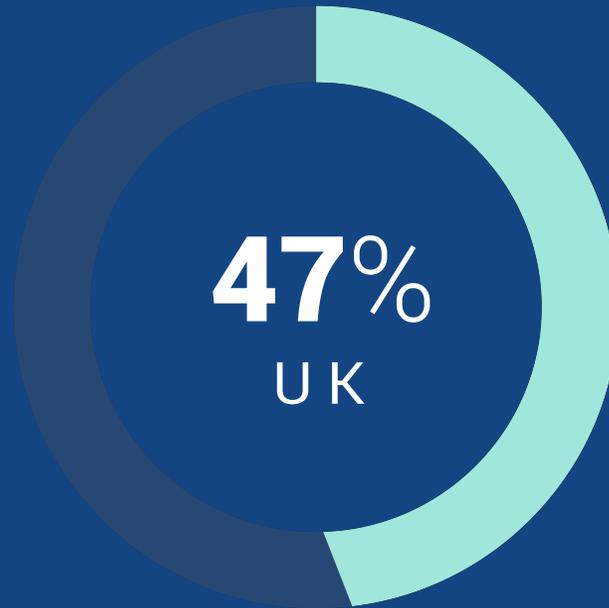
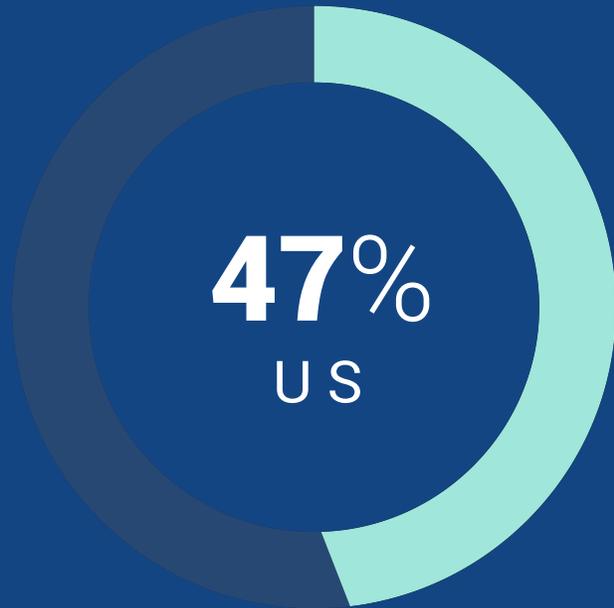
All categories are starting to behave as CE

Average % of weekly price changes over total number of products



Competition *more intense*

Amazon & Alibaba have seized large e-com market shares



Based on the top 100 Amazon **Bestsellers** in each of 300 categories, we see that Amazon has the **lowest price** in 27% of the products in Germany. In the Netherlands this is 42%

Competition more intense (3/3)

Brands more serious with their D2C channels



dyson

19. Dyson Price Match Promise

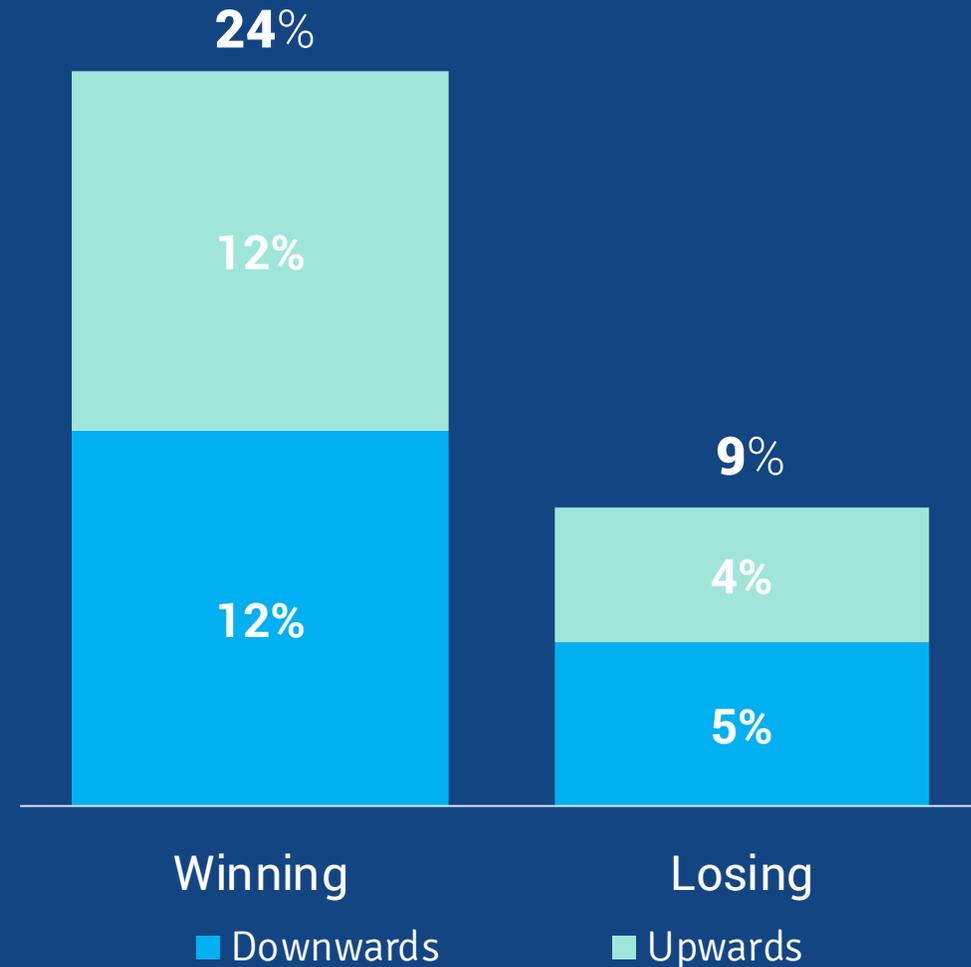
Our prices are checked and matched daily, so you can be confident you're getting the best price by purchasing direct from Dyson.

If, within 7 days of purchase, you find the same model advertised at a lower price by Argos, Currys or John Lewis in the UK, we'll refund the difference.

Winners are *more advanced in pricing:*

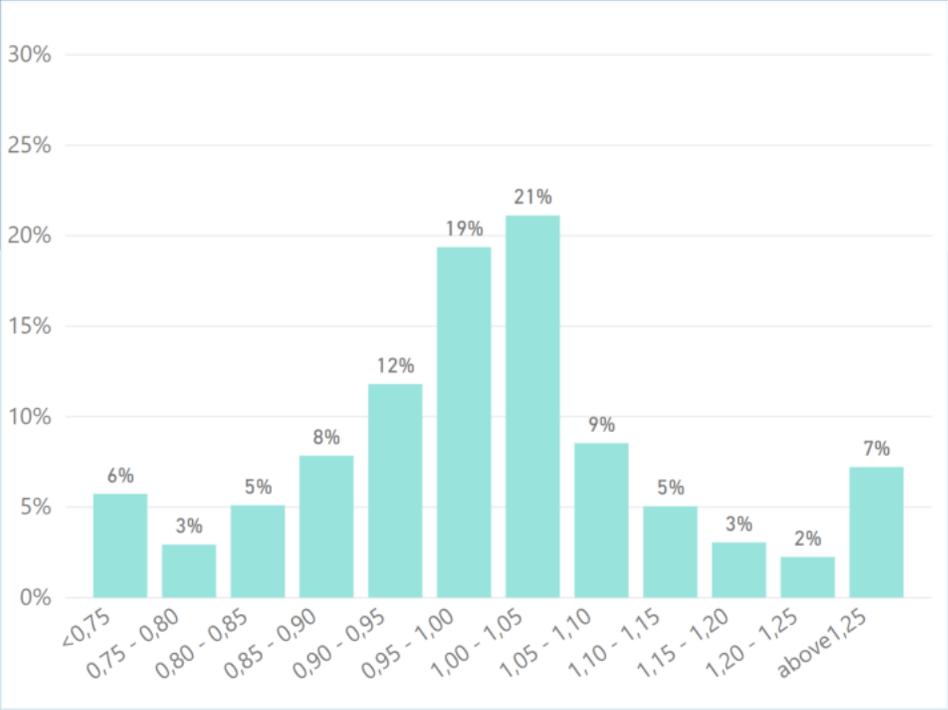
They change the prices of their products more broadly and frequently

% of products changed in price

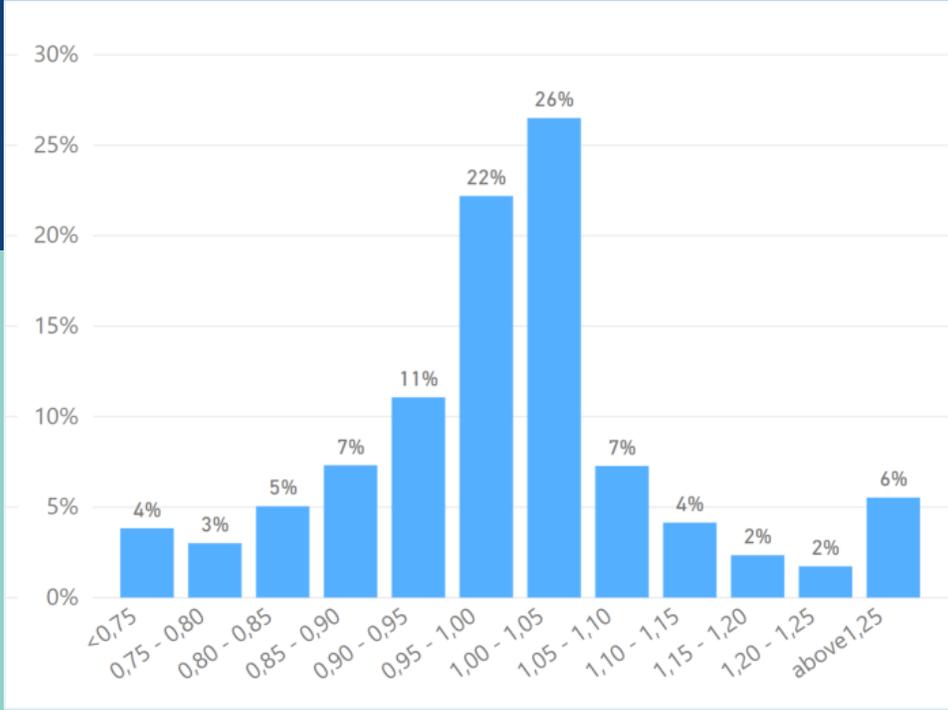


At first glance both winners & others (all products) *appear to have the same distribution in price ratio*

WINNING

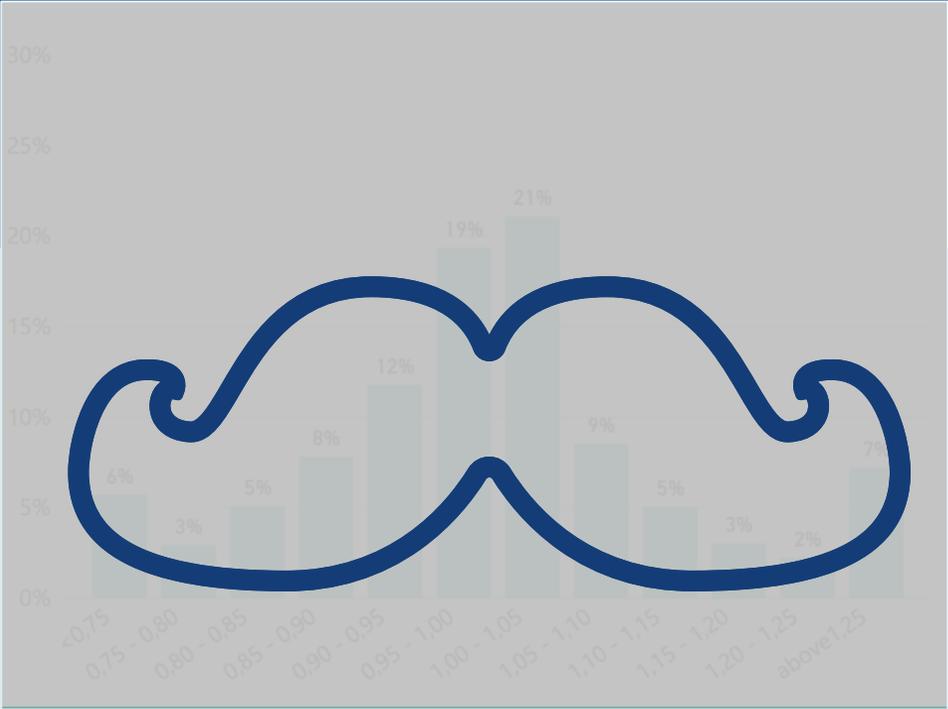


LOSING



At first glance both winners & others (all products) appear to have the same distribution in price ratio

WINNING



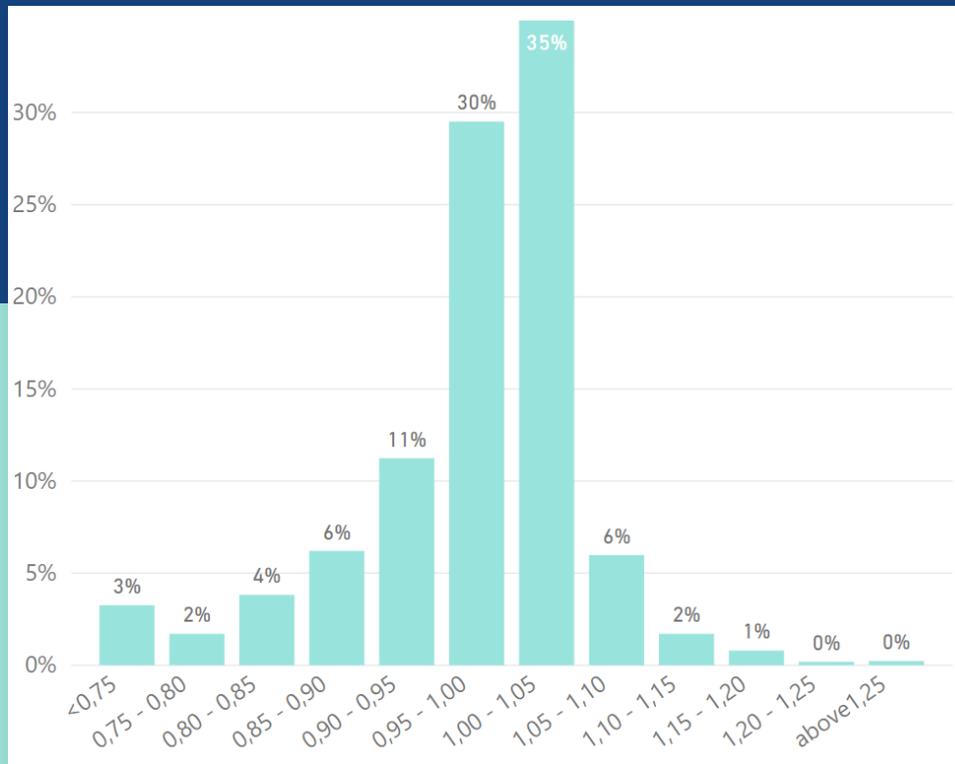
LOSING



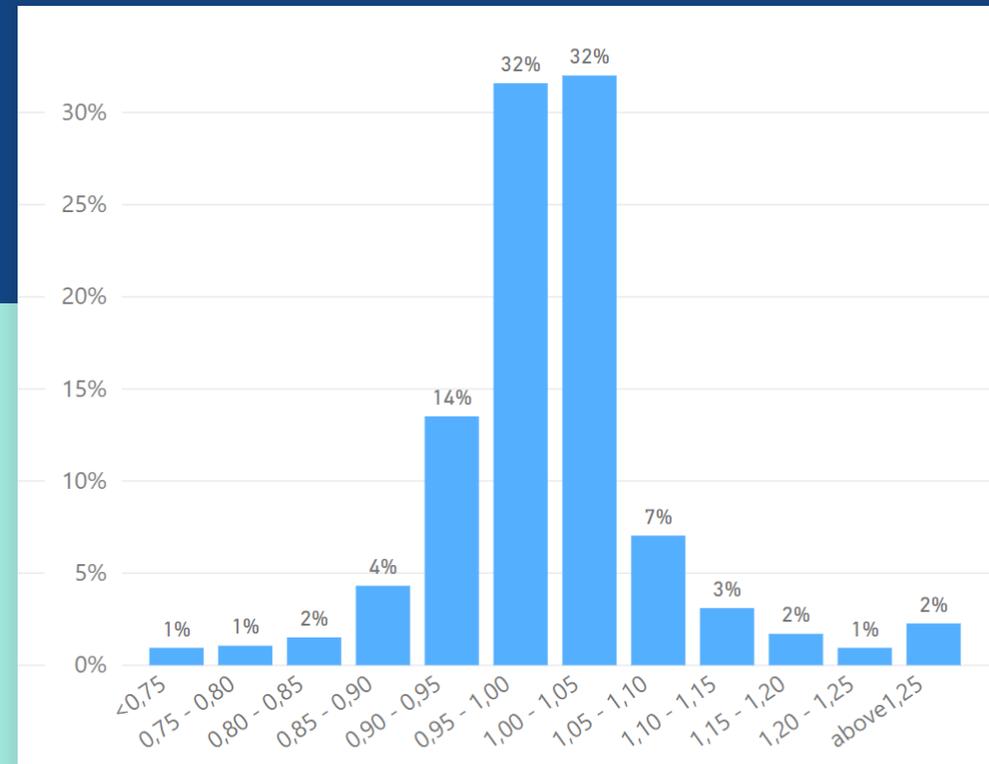
Appearances *are* deceiving

While being extra aggressive on primary orientation products (>300 Euro)

WINNING



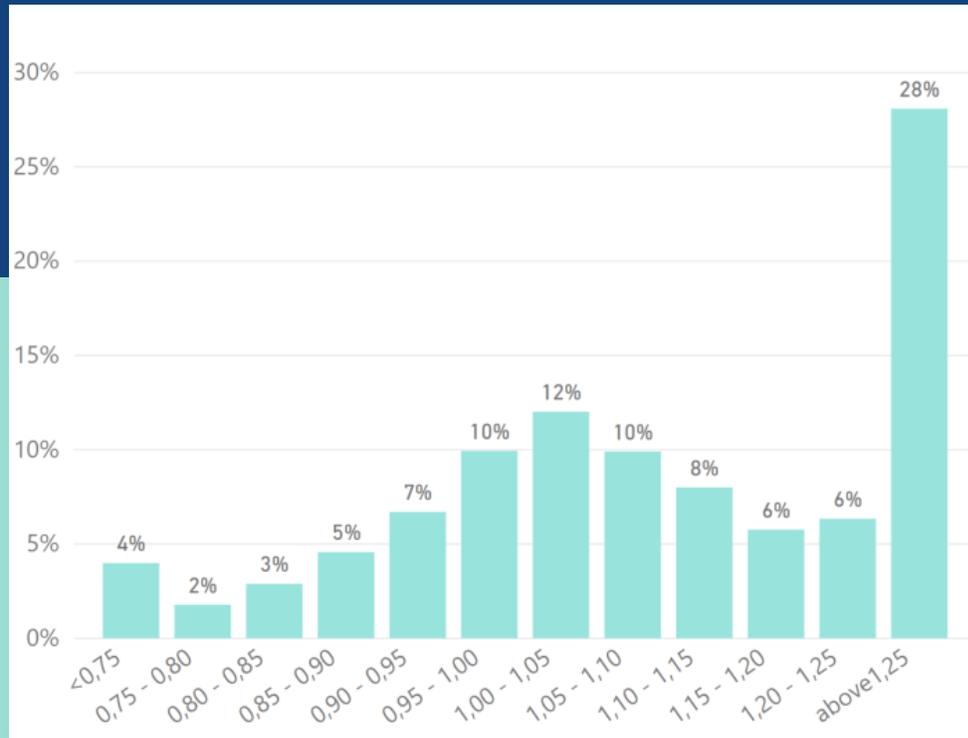
LOSING



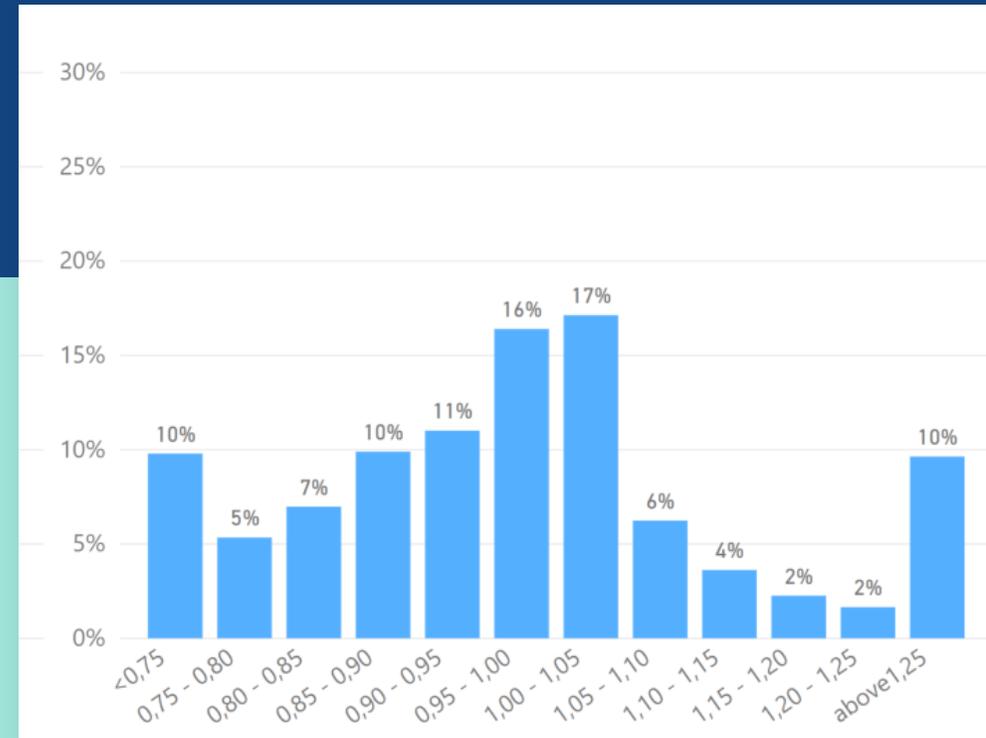
Appearances *are* deceiving

Winners use low price-point products to drive profit (<20 Euro)

WINNING



LOSING



Pricing strategies should result from *commercial strategy*

And be differentiated per category based on the role of that category



Markets differ *significantly* in pricing

Leverage this by localizing
pricing per country

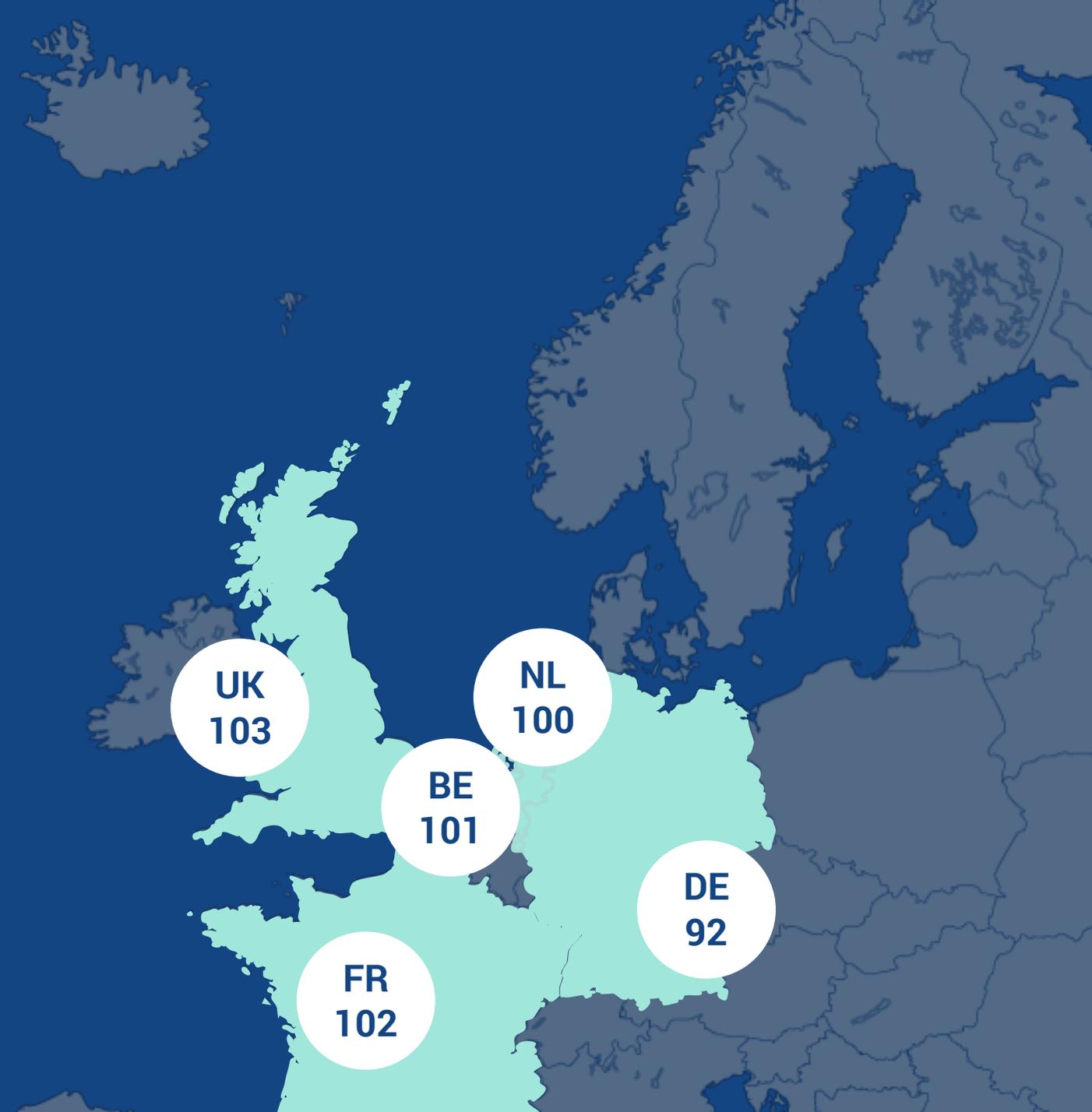
UK
103

NL
100

BE
101

DE
92

FR
102

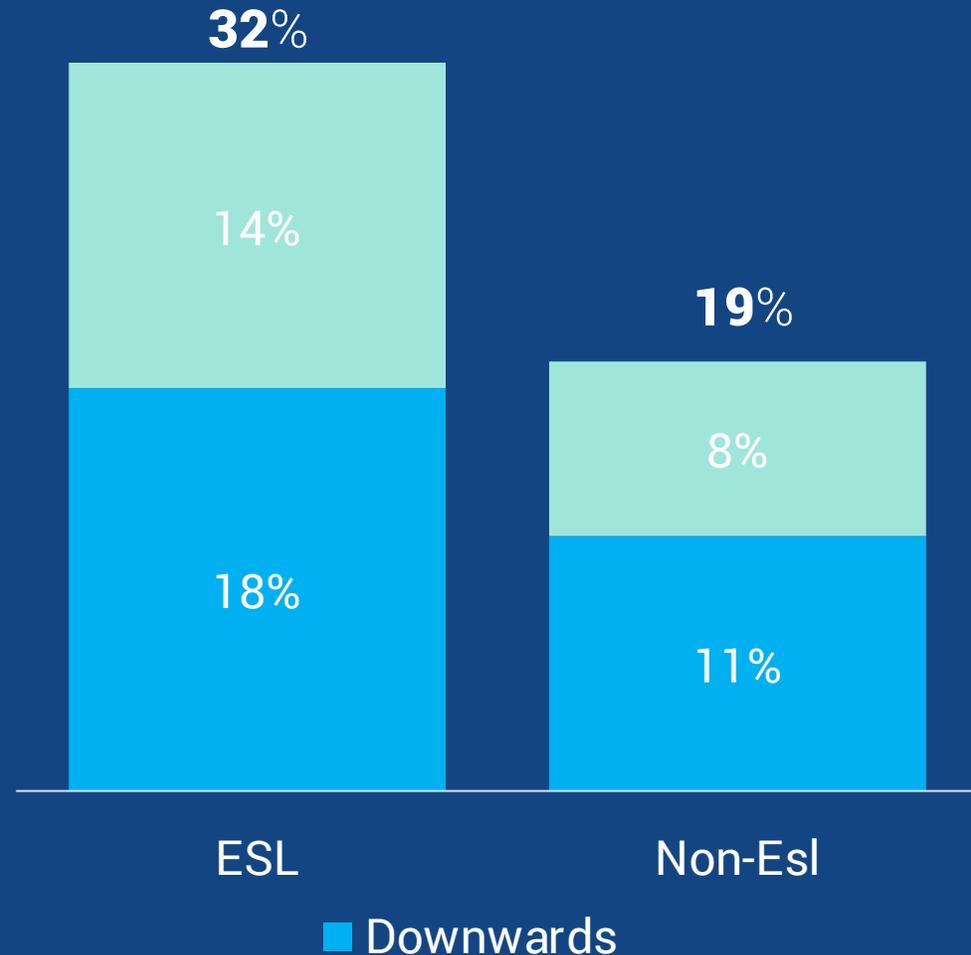


Pricing

best practices:

Omnichannel retailers with Electronic Shelf Labels (ESLs) are much better able to leverage the value of frequent price changes

% Price upwards & downwards



A woman with dark curly hair and glasses is smiling while looking at a laptop screen. The background is a blurred office environment with circular light fixtures. The entire image has a blue color overlay.

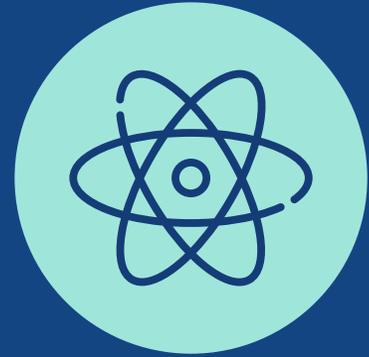
A digital assistant that supercharges
your business with actionable insights
and automated actions



Minimize time spent
in Omnia



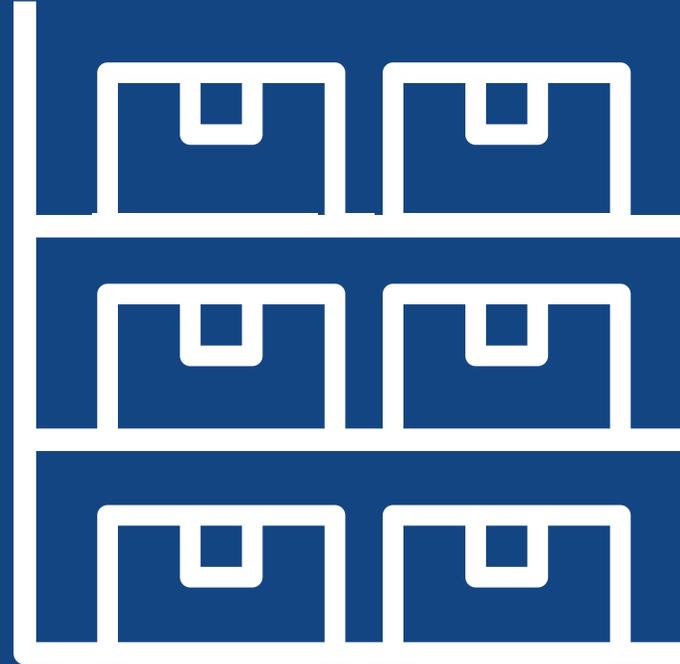
Minimize clicks
to act



Cross-domain

**Based on current
stock level a
product is**

*likely to go out of
stock soon*

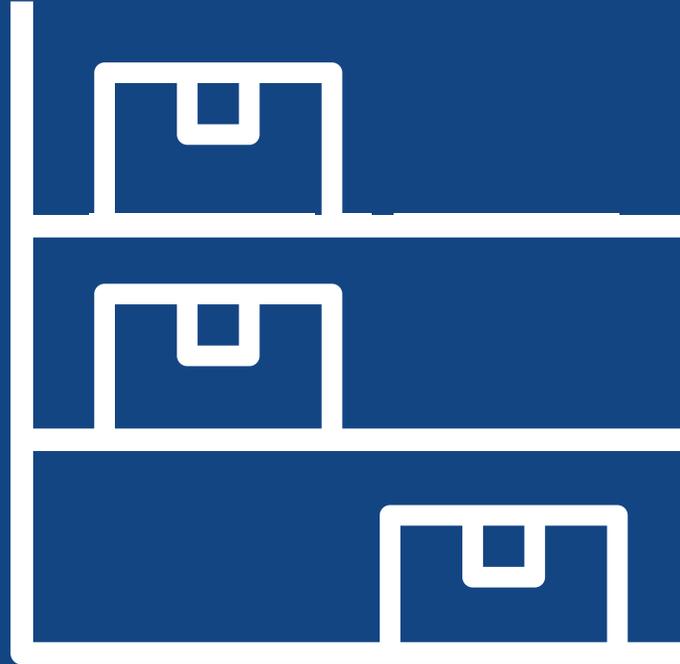


**Based on current
stock level a
product is**

*likely to go out of
stock soon*



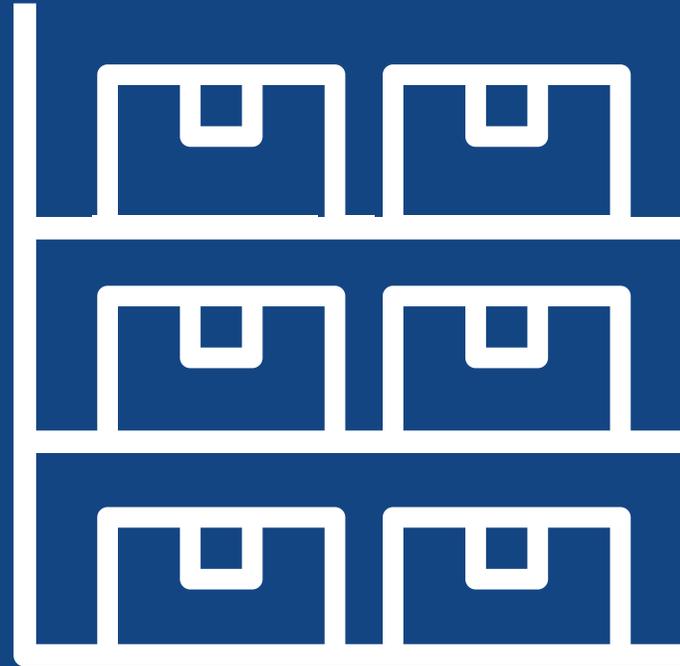
€



**Based on current
stock level a
product is**

*likely to go out of
stock soon*

= €



Next *up*



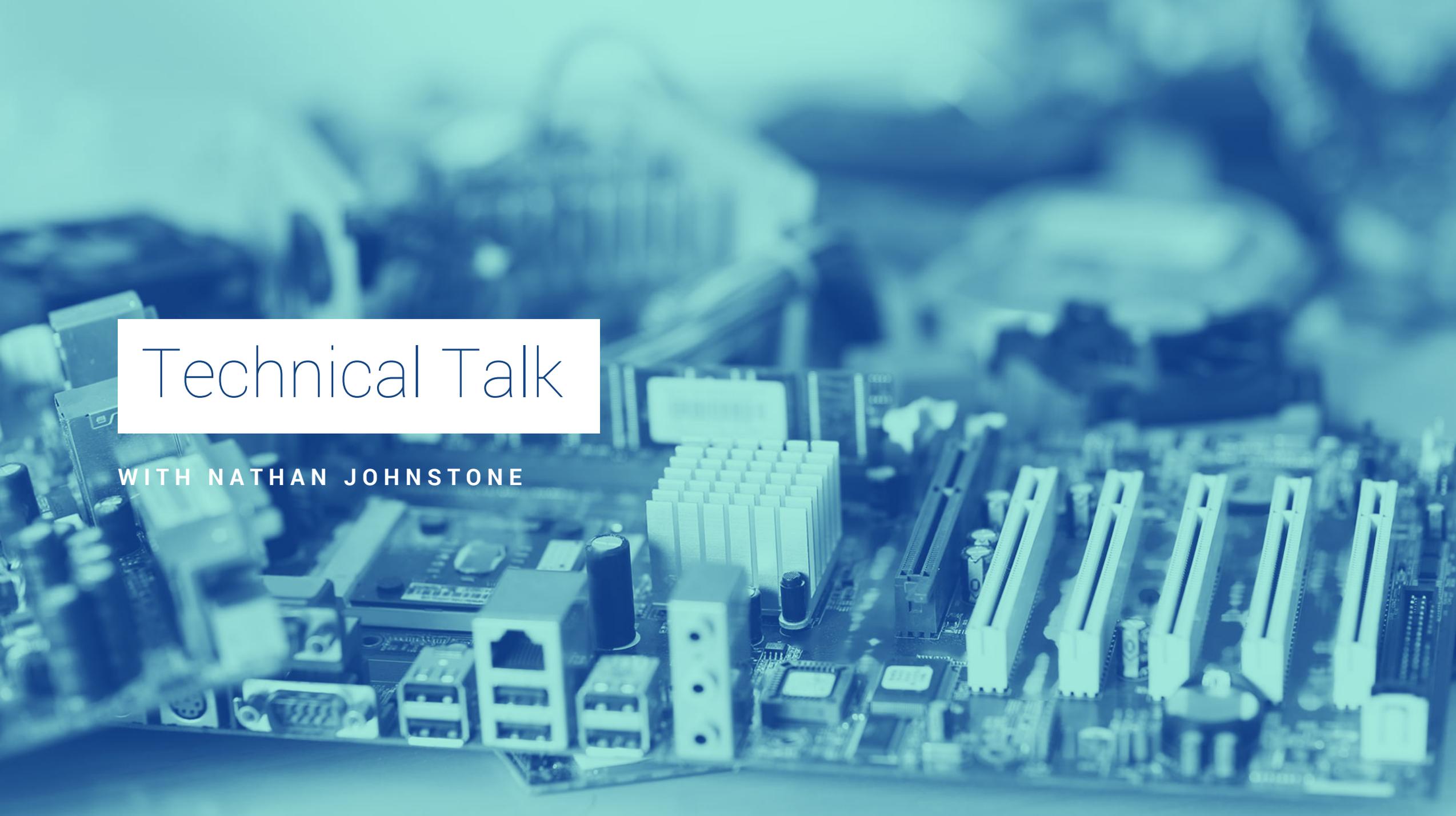
NATHAN JOHNSTONE

Omnia's Chief Architect



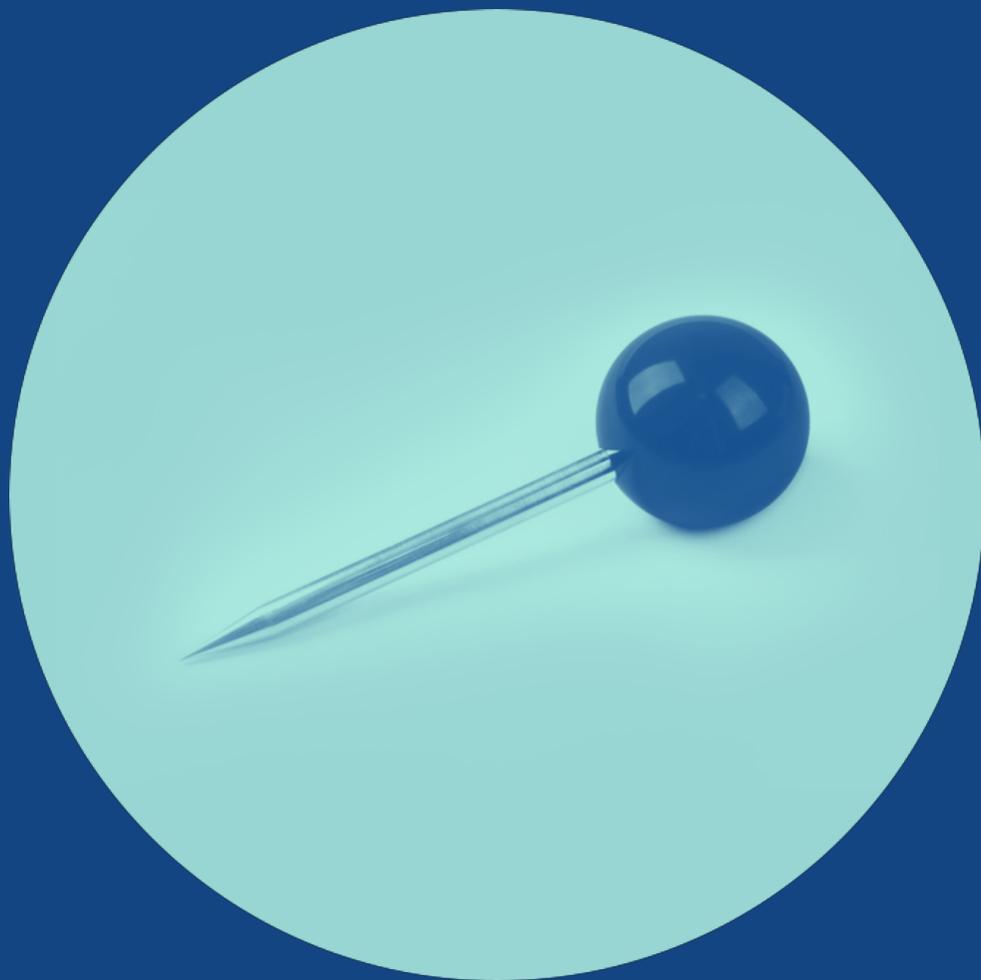
BEREND VAN NIEKERK

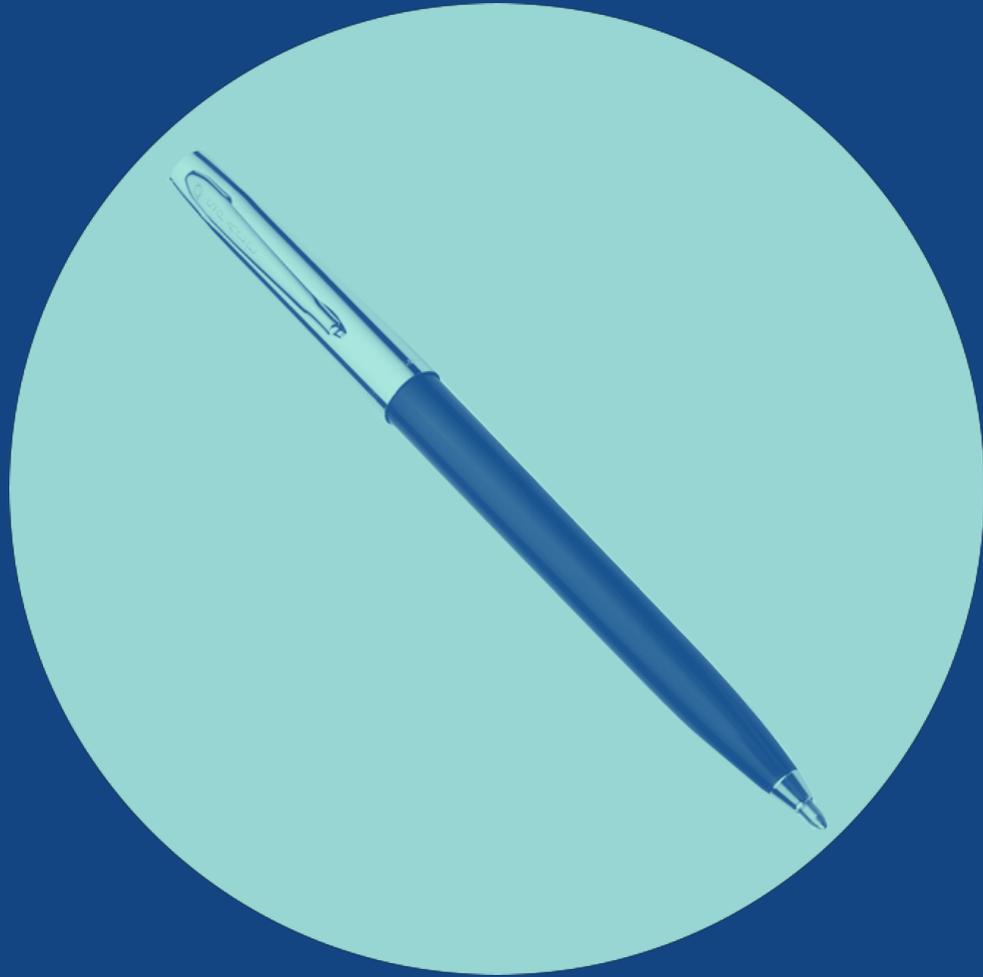
Omnia's Product Manager



Technical Talk

WITH NATHAN JOHNSTONE





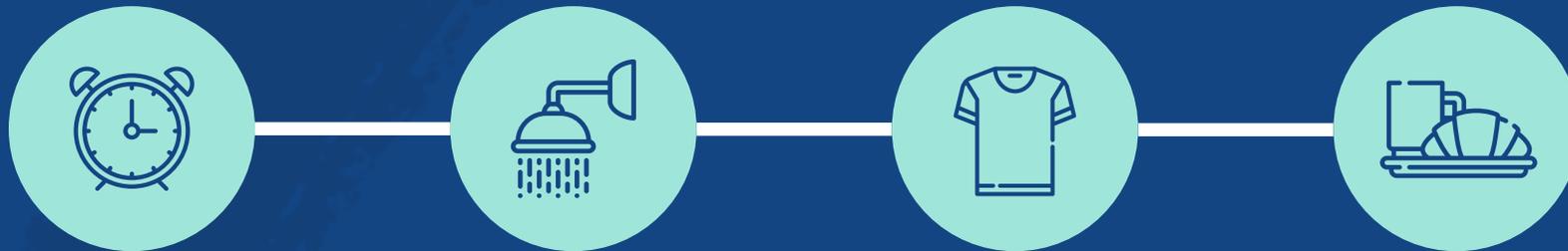






Focus

Your *morning routine*



Our *morning routine*

6:00AM



23~ million →



50~ million →



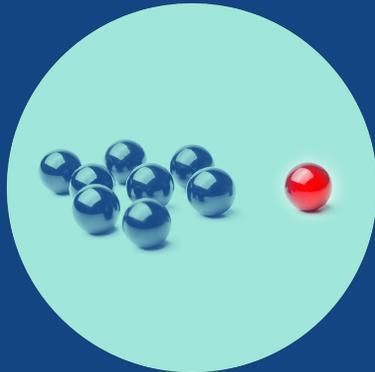
8.2~ million →

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K*i*ESKEURIG.NL

beslist.nl

But wait! *There's more*



~20 MILLION



PRICING DATA
40 GB/DAY

PRICING DATA
1.2 TB/MONTH

Observability
Scalability
Resilience
Agility

NETFLIX

 **Dropbox**

 **Spotify®**

A man in a dark suit and tie is blindfolded with a black cloth. He is standing in front of a whiteboard covered in various mathematical and scientific diagrams, including graphs, equations, and flowcharts. The entire image has a blue tint. A white rectangular box is overlaid on the left side of the image, containing the word "Observability".

Observability

Scalability



A vast field of tall grass under a blue sky with clouds, overlaid with a blue gradient. The grass is dense and reaches towards the horizon. The sky is filled with soft, white clouds. The entire image has a blue color cast.

Resiliency

Agility



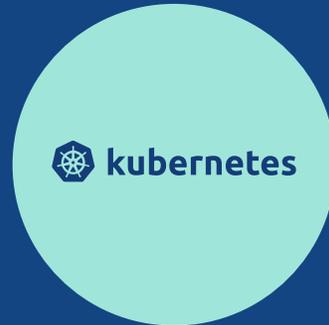
Omnia System *Future*



Omnia System *Observability*

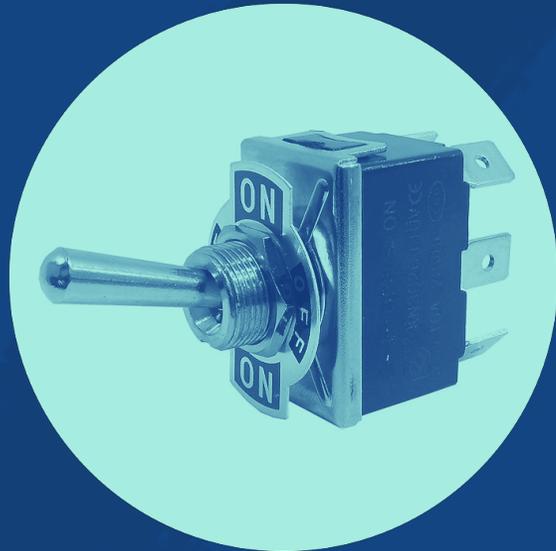


Omnia System *Scalability*



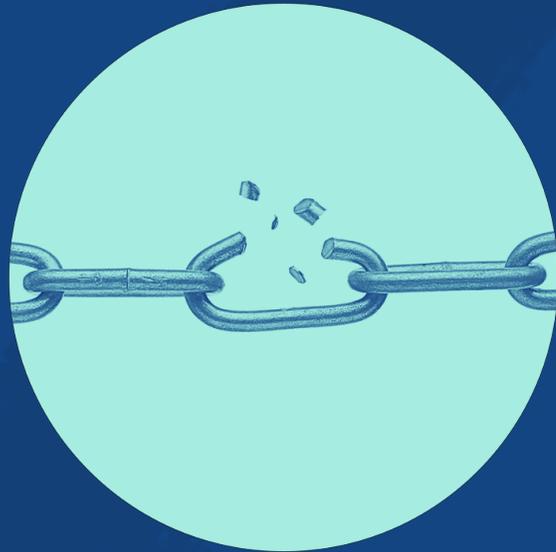
Omnia System

Resilience



Omnia System

Agility



Omnia System *Foundations*



Next *up*



BEREND VAN NIEKERK

Omnia's Product Manager

A person wearing glasses is seated at a desk, working on a laptop. The desk is cluttered with various items, including a pen holder, a stack of papers, and a small container. In the background, a large computer monitor displays a dashboard with several charts and graphs. The dashboard includes a sidebar menu with options like 'Dashboard', 'Email', 'Profile', 'Template', 'Forms', 'Tables', 'Map', 'Grid', and 'Menu Levels'. The main content area features a 'Business Chart - Visual' with a line graph and a pie chart. The overall scene is bathed in a blue light, creating a professional and focused atmosphere.

The Digital Assistant

WITH BEREND VAN NIEKERK

**A digital assistant that supercharges
your business with actionable insights
and automated actions.**

**A digital assistant that supercharges
your business with *actionable insights*
and *automated actions*.**

Automated Actions

```
68 taxonomy_permission() {  
69   $permissions = array(  
70     'administer taxonomy' => array(  
71       'title' => t('Administer vocabularies and terms'),  
72     ),  
73   );  
74   foreach (taxonomy_get_vocabularies() as $vocabulary) {  
75     $permissions => array(  
76       'edit terms in ' . $vocabulary->vid => array(  
77         'title' => t('Edit terms in %vocabulary', array('vocabulary' => $vocabulary->name)),  
78       ),  
79     );  
80     $permissions => array(  
81       'delete terms in ' . $vocabulary->vid => array(  
82         'title' => t('Delete terms from %vocabulary', array('vocabulary' => $vocabulary->name)),  
83       ),  
84     );  
85   }  
86   return $permissions;  
}
```

Data



Actions

Internal data connections

Data



Actions

The screenshot shows the Omnia web application interface. The top navigation bar includes the Omnia logo, a breadcrumb trail: "Connect / demowebshop / Default: demowebshop / Import mapping", and a "LOG OUT" button. A secondary navigation bar contains a search bar for "Search import field", a status bar showing "Records: 60", "Last update: 10/21/19, 6:04 AM", "Duration: 12sec", and a "SUCCESS" message with a "MORE INFO" dropdown. A "IMPORT GROUP" button is also present.

The main content area is titled "Import mappings" and includes a legend for "Required fields" (blue dot) and "Optional fields" (green dot). A table lists the mappings:

Import fields	Mapping / Calculations	
ID	= [ID - Demo webshop sheets]	×
EAN	= makeean([EAN - Demo webshop sheets])	×
SKU	= [SKU - Demo webshop sheets]+'_'	×
MODEL ID	=	×
PRODUCT NAME	= [Product_name - Demo webshop sheets]	×
DESCRIPTION LONG	=	×
DESCRIPTION SHORT	= [Description - Demo webshop sheets]	×
BRAND	= [Brand - Demo webshop sheets]	×

Additional UI elements include a "BETA" badge on the left sidebar, a "HELP" button on the right, and a "UPDATE FEED DATA" button in the top right of the table area.

External data connections

Data



Actions

Price comparison website connections

Google Shopping, Amazon, Ebay

Direct Scraping

Weight	Retailer	Price	Ship. cost	Price incl.	ETD
4.00	wehkamp.nl	€649.00	€0.00	€649.00	1
	bol.com plaza	€649.00	€0.00	€649.00	
	bol.com	€649.00	€0.00	€649.00	
	ing shop	€649.00	€0.00	€649.00	
	op	€679.00	€4.95	€679.00	
	nl	€679.00	€0.00	€679.00	
	.com	€682.00	€0.00	€682.00	

Current Price: €679.00
Margin: 41.82% (€234.66)
Advice Price: -
Margin: -

Commercial Strategy

Data



Actions

€ Override: High Stock Electronics products > Lowest of main competitors
Wednesday, April 4, 2018 By: Omnia

Name: High Stock Electronics produ

IF

Mid Level Category is equal to Electronics OR

AND

SKU is greater than 100 OR

THEN APPLY ACTION

Adjust to main competitor

Apply 30% margin price

AND

Brand

Supplier

Shopname

Category Path

Top Level Category

PRICE CHANGE DONE

CANCEL SAVE

Perform all calculations

Data

Actions

The screenshot shows the 'omnia Pricing advisor' interface. On the left is a sidebar menu with options like Dashboard, Connect, Marketing, Pricing, Pricing BETA, Product overview, Pricing strategy, Pricewatch export, Pricewatch, Reports, Performance, Settings, University, and Status. The main area is titled 'Pricing advisor' and contains a 'Filter' section with search and category options, a 'Current price-ratio customer vs average market' bar chart, and a table of 23 results.

Filter

Search product by EAN, Product name or Product ID

demowebshop

Electronics

All mid level categories

All low level categories

All brands

Show only matched products

Hide products with no stock

Hide products with zero sales last 4 weeks

Clear all filters Filter products

Current price-ratio customer vs average market

Average position: 5.48

Average price ratio: 1.04

Number of products shown: 23

Price-ratio customer vs Average market (in %)

23 results

	Category	Brand	EAN	Product Id	Product name	Stock	Units (L4W)	Position	Selling Price	Current Margin	Price advice	Price advice Margin	Price advice difference	Min. Price
🗑	Television	Samsung	8806086652209	1020405	Samsung T32E310...	6	200	1 of 2	€258.90	5.69%	-	0.00%	-100.00%	€279.00
🗑	Smartphone	Apple	0190198067098	1020416	Apple iPhone 7 32 ...	4	198	44 of 44	€719.00	15.29%	-	0.00%	-100.00%	€289.00
🗑	Smartphone	Samsung	8806088711003	1020415	Samsung Galaxy S...	5	189	2 of 4	€614.99	7.88%	-	0.00%	-100.00%	€435.00
🗑	Fridge	Samsung	8806071998817	1020435	Samsung RS7528...	12	180	1 of 2	€871.20	-0.97%	-	0.00%	-100.00%	€983.00
🗑	Washing ma...	Siemens	4242003305170	1020432	Siemens WM14GT...	6	178	1 of 12	€539.00	8.43%	-	0.00%	-100.00%	€570.00

Data



Actions

Exports

omnia

Reports / New Prices / Mapping

LOG OUT

OVERVIEW > MAPPING > FILTER > TOP-X > EXPORT > PREVIEW

▶ RUN NOW

Search import field

Records: 57.988 Last update: 10/15/19, 7:44 AM Duration: 1m 25sec SUCCESS MORE INFO

Feeds mapping

● Required fields ● Optional fields

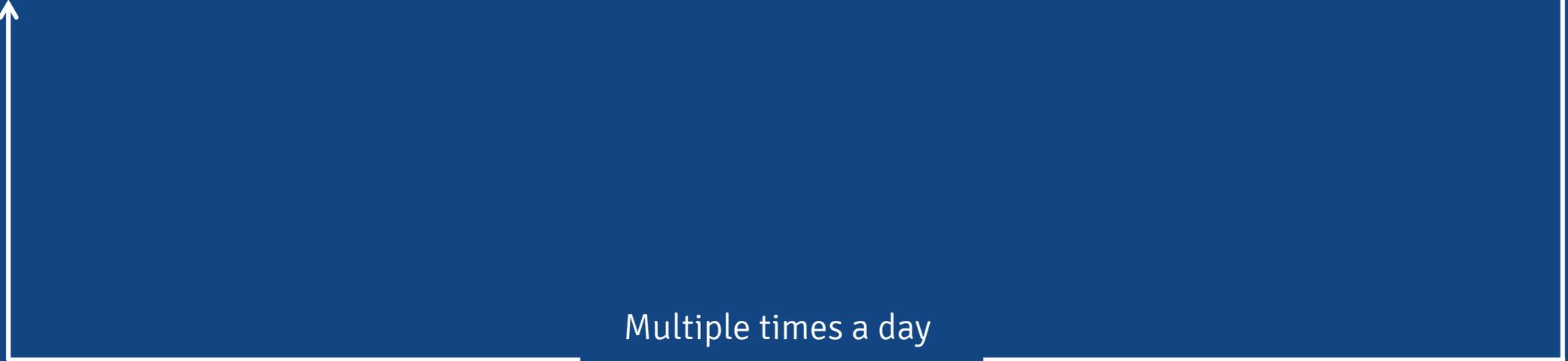
Export fields	Mapping / Calculation	
OMNIUNIQUEID	= [Id]	×
PRICE	= [Price Advice]	🗑️ ×
CHANGEIX	= if([Selling Price]>0, round([Price Advice]/[Selling Price],5),1)	🗑️ ×
DATE	= [Date]	🗑️ ×

HELP

Data



Actions



Multiple times a day

Full assortment

**A digital assistant that supercharges
your business with *actionable insights*
and automated actions.**

Actionable **Insights**

USER MANAGEMENT

Understand the role of your user so you can tailor your message

DATA VISUALIZATION

Provide relevant insights to that role

PERSONALIZED UX

Enable that user to act upon that insight within a few click



User Management

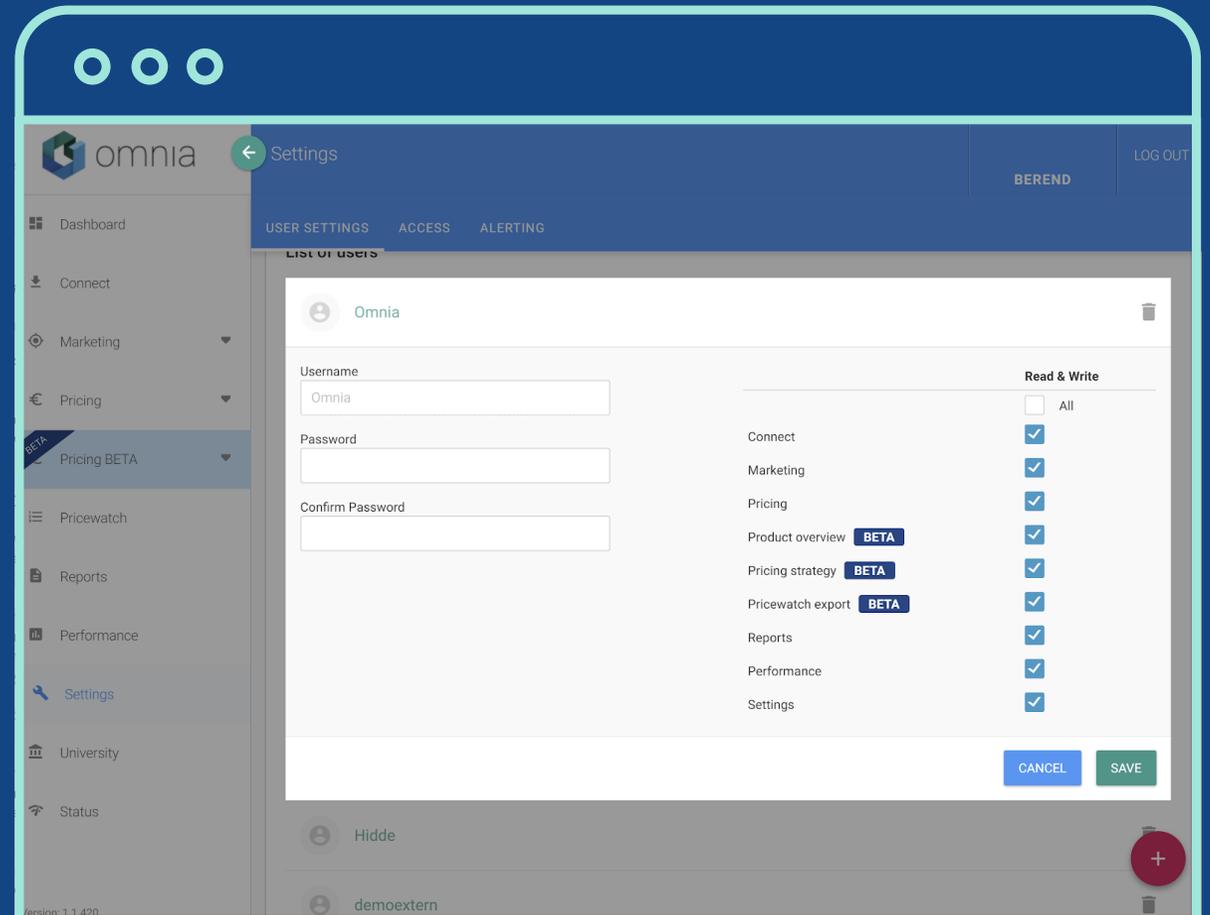
User Management

01. Pricing access split

02. Multi-portal login

03. Identity management

04. Role based access control



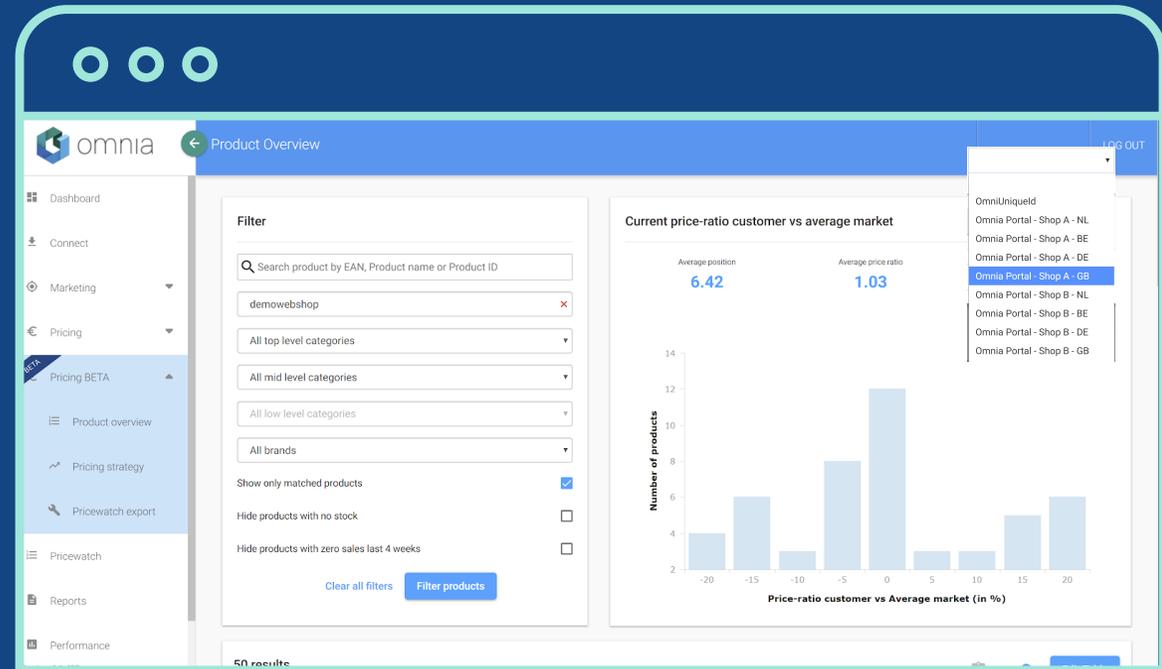
User Management

01. Pricing access split

02. Multi-portal login

03. Identity management

04. Role based access control



User

Management

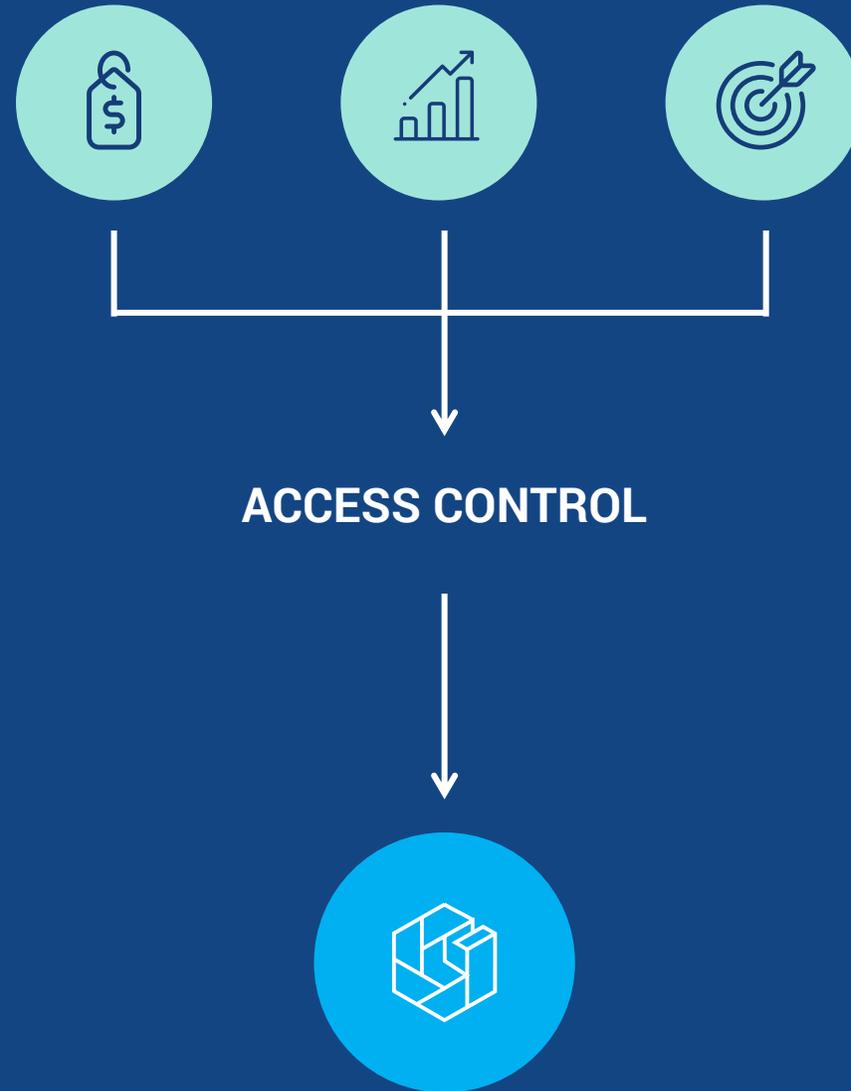
01. Pricing access split
02. Multi-portal login
- 03.** Identity management
04. Role based access control

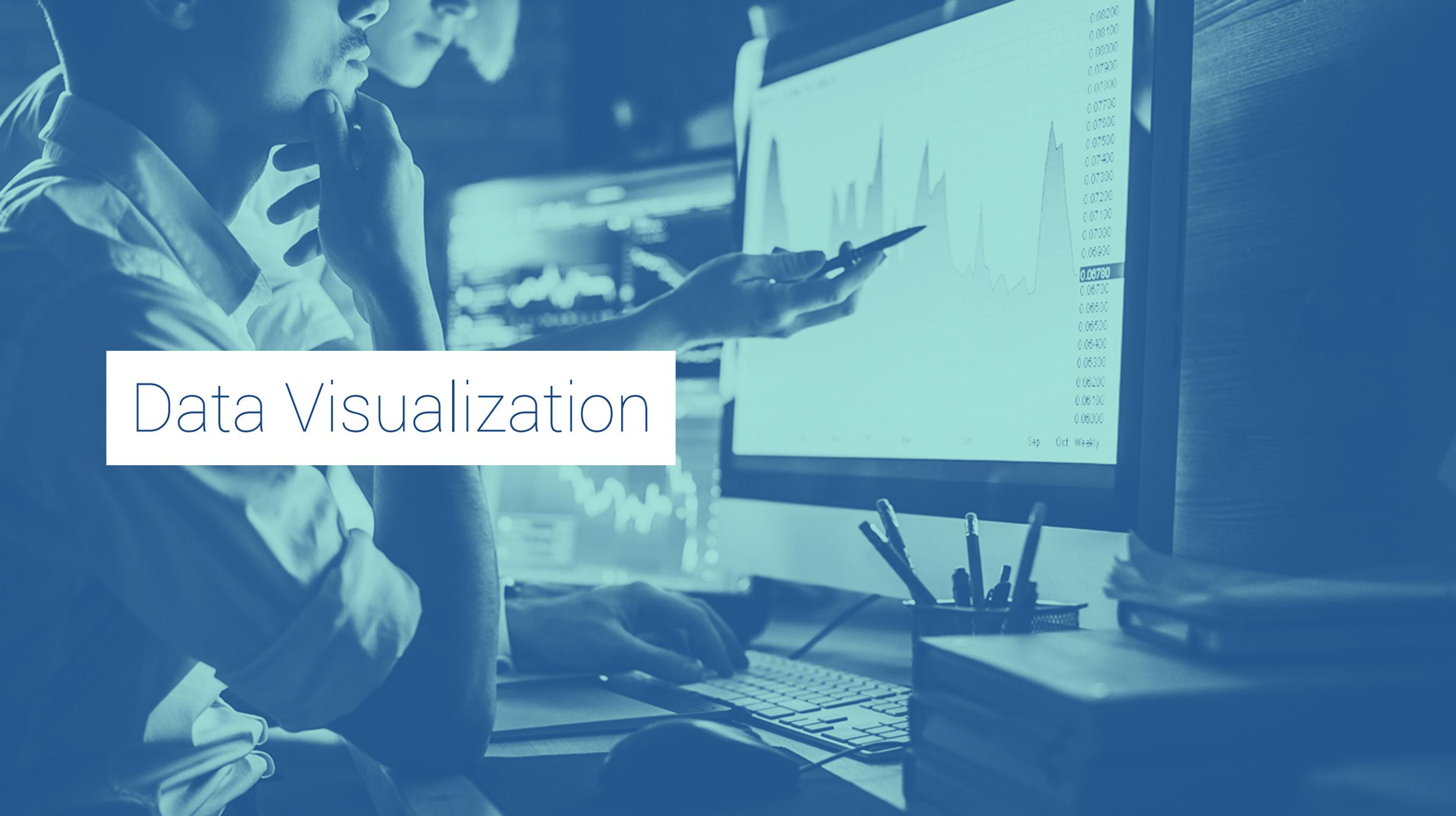


Single Sign On (SSO)
+
Top level security features

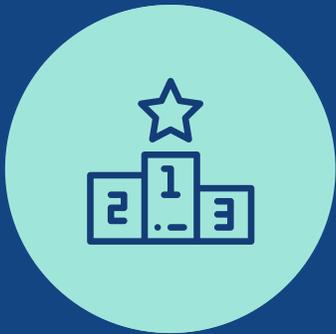
User *Management*

01. Pricing access split
02. Multi-portal login
03. Identity management
04. Role based access control





Data Visualization



Top lists of products



Aggregated insights



Comparable time
periods

A person is shown from the side, wearing a light-colored denim shirt, writing on a document with a pen. A laptop is open on the table in front of them. The background is a workshop with various items hanging on a rack. The entire image has a blue color overlay.

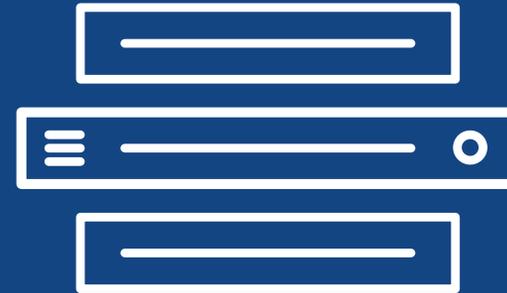
Personalized UX

INSIGHTS



Relevant

ADJUST STRATEGY



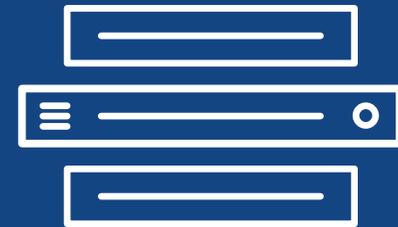
Minimal amount
of clicks

Relevant



Minimal *amount of clicks*

PRICING
MANAGER



Foundations
Front-End

User
Management

Data
Visualization

Personalized
UX



A man in a dark suit and white shirt is standing and speaking to a group of people seated in a modern office environment. The audience consists of several men and women, some looking towards the speaker. The room features large windows, indoor plants, and a white wall with a logo. A white rectangular box with the text "Thank you!" is overlaid on the image.

Thank you!