

# Price Comparison Solution Offered Competitive Edge Across Geographies to an IT Solution Provider

## CLIENT OVERVIEW

The U.S. based client is an industry leader in services, servers, networking, converged systems, and cloud. With its 75 years of operational experience, the client is presently working with enterprises who are transitioning from traditional IT to cloud-enabled infrastructures. The client offers services, products and solutions to help its customers work with the IT systems of the future.



## BUSINESS NEED

The client was not a direct seller and had to rely on its resellers' network for revenue. This took away their control on pricing. The client wanted to gain that control by understanding how the competitive landscape was impacting the sales, whether its resellers were carrying its products, and whether the resellers are selling the products at the suggested prices.



## CHALLENGE

The client was finding it difficult to study the competition and strategize the pricing that would give them a competitive advantage. They needed:

- Insight on the resellers' inventory status
- Knowledge of the resellers' selling price
- Visibility on competitors' product mix
- Visibility on trends
- A strategy to increase its revenue



## SOLUTION

Lumina Datamatics offered its high-value price comparison solution to manage the client's requirement. Built around deep-analytics, the solution:

- Identified both product gaps and products with unfair advantages
- Compared price against exact matched products on competitors' websites
- Reconfigured products to spot the closest match among the competitors
- Offered visibility on the resellers' inventory mix
- Offered inventory and price insight from multiple geographies

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## BENEFITS

Lumina Datamatics price comparison solution helped the client monitor price movements across competitors on a daily basis. The client could:

- Track competitors and adjust pricing to gain a competitive edge
- Plan product promotion to incentivize resellers
- Monitor market position across geographies and strategize sales
- Spot trends and bolster sales of fast moving products
- Boost conversion rate by 25%
- Increase revenue by 12%



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### Lumina Datamatics Facts

