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Dacos Software

Simulation and Optimization Software Integrates Competitor Prices

The Retail Simulation Engine from Dacos uses the newest scientific methods from the area of Artificial Intelligence and econometric models to simulate consumer behavioral patterns and uses these calculations as a basis for the tactical optimization of prices or to plan promotions. Now the software also makes it possible, among other things, to compare competitor prices.

“The planning of assortments, prices and promotions may no longer be made on the basis of gut instinct, but must be supported by resilient evidence that has been derived from scientific methods”, according to Professor Dr. Joachim Hertel, Managing Director at Dacos Software. “With our software solutions, we can achieve far more reliable results in regard to the predictability of turnover, sales and profit than with previous tools. As a future instrument to achieve these goals, methods of Artificial Intelligence like, for example, machine learning will be essential. Businesses that currently optimize their planning with the aid of AI thereby have a decisive competitive advantage.” The Saarland-based company has both the Promotion Engine, that can help retailers to optimize promotions and the Price Engine, which supports the optimal assignment of prices in regard to the requirements of the market.