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### **Right pricing in the twinkling of an eye**

The process of fixing the right price is a great challenge for the retail market. Especially in times when the price is considered to be an important feature to differentiate from the competition, this pricing process is made the centre of attention. With the new release of its price calculation software the company Dacos provides an essential support in this very process. Since January the **Price Engine 2.0** is available on the market and supplements the proven functions by adding new features: "The new application does not only allow to increase the gross profit, but also to calculate further objectives such as a frequency increase or cheaper prices within a product line in comparison with the competition," says **Prof. Dr. Joachim Hertel**, CEO with Dacos Software GmbH. In addition, the Price Engine 2.0 is characterized by an easy handling, the Price Cockpit is to be used intuitively, additional data may be linked easily to further data sources. These new features allow to establish further diagrams, e.g. in Excel and to facilitate the overview. "We support the Category Manager by facilitating the implementation of his processes," Hertel explains the advantages of the software solution. Concrete applications do already exist with Spar Switzerland, the Austrian retail market also shows great interest. "For the food trade the program is of course more than ideal," says the expert. Depending on the product line the gross profit increase that may be achieved by using the Price Engine amounts to approximately 2-3 per cent.