

Dacos provides a quicker price calculation

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The software supplier Dacos has presented the new release 2.0 of its price optimization program "Price Engine". Both the user interface and the deposited workflow have been evidently adjusted to the requirements placed by the first pilot customers belonging to the retailing outlet sector.

"Our aim is to initiate the Category Manager of a retailer really to use the software, and this every day", describes the Dacos CEO Prof. Dr. Joachim Hertel this part of the latest development. Another new feature of the Price Engine 2.0 consists in automatically contacting the responsible retail manager in case important variables with regard to the price of an item changes. These variables may be e.g. the own purchase price, sales prices of competitors or new listings.

Basis Artificial Intelligence

Based on artificial intelligence the Price Engine calculates for each product even of very large assortments the best price in the blink of an eye. In the preadjustments the retail manager is able to choose which of the following four criteria is to be in the focus of his calculation: profit, turnover, frequency or price image. In addition pricing rules, price zones of an item and other output variables will be defined by the respective retailer.

Dacos has moreover intensified its cooperation with the IT group IBM. On the one hand IBM supports the Saarland company in providing retail consulting on price optimization and in connection with possible implementation projects. On the other hand the release 2.0 of the Price Engine resorts to IBM software technologies.