DETAILED & ACCURATE MONITORING OF THE COMPETITIVE ONLINE CONSUMER PRODUCTS MARKET
Complete and precise daily market picture for accurate comparison of products on all relevant online price comparison websites with the Lixto Price Intelligence Suite for Consumer Products

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CHALLENGES IN THE ONLINE CONSUMER PRODUCTS MARKET

Vast amounts of product offers are published daily on the internet and product configurations, prices and availabilities change frequently and considerably. The number of competitors, brands and product lines on the market is growing while product life cycles are getting shorter. Consumers are aware of this and compare various products on different distribution channels in order to get the best offering. Competitive knowledge therefore becomes increasingly important for manufacturers of computers and consumer electronics to keep up with the rapid changes in online markets and to stay abreast of competition.

Manufacturers need to follow latest developments in their markets to better position their own offering and to react swiftly on market events. Within the lifecycle of a product the number of competing offers increases. Therefore, it is crucial to execute the appropriate pricing strategy for achieving revenue and profitability targets. An effective pricing strategy using accurate market data for in-depth market knowledge is only possible with a consolidated overview of all distribution channels used by competitors. Ongoing analytic evaluation of the own offerings versus the market competition is essential to stay competitive and to make informed pricing decisions.

“Companies need to respond quickly to changes in competitor offerings but traditional market research methods cannot meet the speed and data coverage requirements of the online world.”

Butler Group, Technology Audit Lixto Online Market Intelligence
DETAILED & ACCURATE MONITORING OF THE ONLINE CONSUMER PRODUCTS MARKET WITH THE LIXTO PRICE INTELLIGENCE SUITE

The Lixto Price Intelligence Suite for Consumer Products delivers a precise and complete daily market picture for accurate comparison of products on all relevant online channels. The solution provides full transparency across all product attributes at the most granular level using worldwide market data from online channels. The reporting infrastructure reflects the complete product structure including model configurations, product descriptions, prices, warranty or service terms.

Lixto Price Intelligence Suite is a complete end-to-end solution comprising

- **A web harvesting module** that collects information from any website of your choice. Designated connectors are created for each monitored website.

- **A sophisticated domain model** that fits the needs of the domain of computers & consumer electronics. It further simplifies the task of matching comparable products from various manufacturers.

- **A set of analytic tools** providing enterprise-class business intelligence including dashboards & reports, ad-hoc analytics, and alerting.

- **Assistance in executing effective pricing strategies** providing interfaces to pricing and revenue management software.

“Lixto provided us with a professional approach and fast implementation and the OMI solution has so far exceeded our expectations.”
Stefan Kurzawa,
Finance Director
Business Clients, Fujitsu
Technology Solutions
LIXTO PRICE INTELLIGENCE SUITE FOR CONSUMER PRODUCTS – DASHBOARDS & REPORTS

Lixto delivers up-to-date and accurate data from all competitive online channels coupled with effective analysis and workflow tools. The Lixto Price Intelligence Suite for Consumer Products is composed of a set of predefined and easily customizable reports and dashboards that can be accessed online via web browser.

- **Individual sorting, filtering, and report configuration** for all available product criteria empower efficient decision support by optimal data presentation for each individual use case.

- **Competitive overviews** provide an analytical sight on top numbers of price changes and top numbers of price exceptions by etailer. These overviews allow identification of the own market positioning versus competitive positioning on an etailer’s webshop.

- **Meet Beat Ratios** allow to quickly identify the percentage of competitiveness showing how many percent of the own offers are equal or better compared to each of the competitors.
LIXTO PRICE INTELLIGENCE SUITE FOR CONSUMER PRODUCTS – PRICE ANALYTICS

- Various aggregation levels can be accessed with drill down functionality helping the user to view market details and drilling up to broaden the view on the competitive landscape.

- Configurable alert notifications via emails if e.g. competitor prices drop below a certain level or new competing offers appear.

- Reports with time series analysis allow recognizing price trends for comparable offers across competitors.

- Competitor price comparison showing the own offer price compared to the price for the same or a comparable offer on the monitored competitive channels. The information is especially useful as a basis for pricing refinements.

- Exception reports provide insight into the offer competitiveness showing price deviations of the own minimum price against the cheapest comparable offer by a competitor.
THE VALUE OF LIXTO PRICE INTELLIGENCE SUITE FOR CONSUMER PRODUCTS

With the Price Intelligence Suite for Consumer Products provided by Lixto revenue and pricing managers can identify market opportunities faster and more reliably than through manual inspection of competitor websites. Through early recognition of market movements manufacturers can act strategically to optimize prices. The user effort to aggregate the relevant offers from all important online distribution channels is minimized. Product, pricing and revenue managers can thus concentrate on their core competence and make well-founded pricing decisions based on reliable competitive data.

THE SOLUTION OFFERED BY LIXTO ALLOWS FOR

- **Supporting pricing and product strategies**
  leading to improved revenues and margins

- **Identifying sale-off events sooner**
  with market monitoring on daily basis

- **Enriching Competitive Intelligence**
  with dynamic analytic processes

- **Improving top line and margin results**
  with more profound product marketing & pricing decisions

“By working with Lixto we can track the market in relevant sectors more easily and effectively. Given the vast amount of accumulated data, we needed a system that was not only powerful, but that could deliver an overview and analysis of our market in a way that was easy to read and understand, as and when we needed it.”
Anton Bühlmeier,
Sales Manager and Director of eBusiness,
Hama
CUSTOMER BRIEFS

**hama**

With 18,000 products, Hama is one of the leading accessory companies, specializing in the field of Photo, Video, Audio, Computer and Telecommunications and now employs about 2,400 people around the World.

Hama uses Lixto Price Intelligence Suite to shape its product and market strategy. The Lixto solution helps sales, product management and marketing units to get a detailed overview of the market situation using real time data.

**Fujitsu**

Fujitsu Technology Solutions is the leading European IT infrastructure manufacturer and market leader in Germany. The company is present on all major markets in Europe, Africa and the Middle East. Infrastructure Services are available in about 170 countries worldwide.

With Lixto's Price Intelligence Suite, the sales, product management and marketing departments of Fujitsu Technology Solutions gain a complete market overview of its internet price competitiveness based on the supply of real-time data from competitor websites.
ABOUT LIXTO SOFTWARE

Lixto Software empowers better decisions through extraction of specific and precise data from the web to drive operational performance and real-time competitive price visibility for travel and transport, consumer products and automotive supply chain clients. Lixto solutions have been adopted by companies throughout the world, including Fujitsu Technology Solutions, Hama, hotel.de, Iberostar Hotels, shopping.com, SAP, and ZF Friedrichshafen.
For further information visit: www.lixto.com