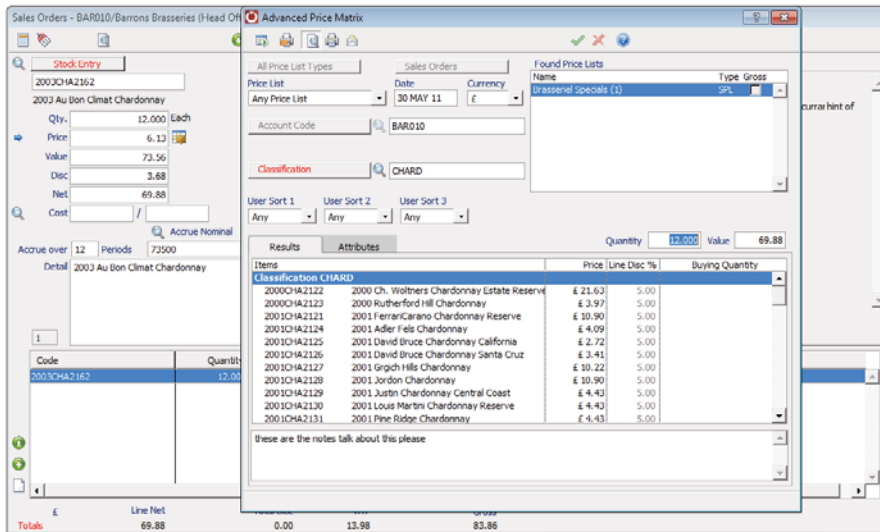


Advanced Price Matrix

Applying pricing across a customer and product database is a complex process. Not only are prices liable to change from deal to deal, there are many other factors to consider: special offers, customer-specific deals, one-offs, price points, locations. These issues require a system that is reliable, flexible and able to cope with each new challenge. Access Advanced Price Matrix (APM) does just that. Within a few clicks, you can define any combination of pricing and product and quickly apply it across your chosen people, groups and customers – allowing you to stay agile and competitive, essential in the fast-moving retail environment.



Your challenges, our solution

Done well, a pricing system should help you attract and retain customers, create new business and cope with constantly changing costs, offers and customer-specific deals. But relying on manual methods can make it difficult to achieve control and consistency. APM helps you keep tabs on cost, customer and complicated price lines – all from within one easy-to-use system.

Easy to set up

Within APM there is a wizard to help you through the set-up process. Live integration with the rest of your business system enables you to define timely, accurate pricing rules to the nth degree, utilising for example sub-analysis data to set different prices for any of your chosen attributes (e.g. location).

The wizard also helps you import, duplicate, edit and create new price lists from existing files such as Excel, further reducing re-keying and improving accuracy. What was previously a labour-intensive process, involving complicated calculation and staff time and effort, is reduced to just a few clicks.

Creating price structures

APM allows you to create pricing structures quickly – and apply them instantly – across your customer and product database. For example:

- By location ('excluding London')
- By product ('10% off product x'), or
- One-off promotions (such as 'all product x only £5 this week').

Key benefits

Complex pricing structures simplified

Offers & discounts implemented within clicks

Accuracy & consistency across price, currency and account

Accurate reliable information

Easy to set up, easy to use

All of your chosen structures can also be locked down to specifics such as 'business type', 'product type' or even 'if order is over x amount', ensuring consistency and protecting margins.

Easy to use

Once the set-up is complete, you won't have to spend days training and rolling out; the information is available within one screen. So no matter whether your staff are creating promotions, taking orders or answering customer queries, consistent, accurate pricing information is available in one place, not in multiple spreadsheets. And after the initial set-up you can adapt any pricelist to suit the transaction – even while the order is waiting to be delivered.

Get the sale

APM provides your sales team with the tools needed to react quickly to customers and to increase sales value. When taking an enquiry, all they need to do is enter the customer details, the products they would like and APM automatically itemises the price lists that apply – and prioritises for you if more than one list applies.

A notes window also helps the user define lists by customer/item/offer. APM can also be used to up-sell products, flagging-up deals that the customer may not be aware of, prompting up-selling on the spot.

Create profitable promotions

Using APM, you can quickly decide what your promotion is going to be and apply it across the whole system. A flagging system lets you define start and end dates, special offer boundaries and open-ended deals, protecting your profit by ensuring that goods and services are sold within your promotional window.

Cut response time

Crucially, response times to customers are cut dramatically. For some deals, time is of the essence. You can rely on APM to present you with precise, accurate information as and when you need it.

Pricelist search by key word

Search for the pricelists that are relevant to your customer. For example, you could search by business type (e.g. Brasserie), product (e.g. Chardonnay) or special offer (e.g. product x on special offer this week).

Key features

Create, import, manage & duplicate price lists

Wizard for set-up & maintenance

Lockdowns for price protection

Start/end dates, flags & alerts

Whole order discounts, BOGOF (and all variations)

Flexible, customised price structures filterable by location, customer, business type and more

Further information

If you would like to know more about the Access software portfolio, call us on **01206 322575**, email **info@theaccessgroup.com** or visit our website **www.theaccessgroup.com**