Yieldigo

bonami

“Our pricing managers successfully control 7,600 product families in just one module.”

Bonami leaders centralize pricing competency, while one pricing manager is now able to price 9 countries and 7 price zones with their Yieldigo software.

About Bonami

- **Country:** Czech Republic (HQ), Slovakia, Poland, Romania, Hungary, Croatia, Latvia, Lithuania, Slovenia, Estonia, and Bulgaria
- **Industry:** Omnichannel Furniture & Home Decoration
- **Active SKUs:** 60,0000
- **Yieldigo Modules in Use:** Everyday Pricing

Risks and Challenges

1

Stuck in Complexity

Bonami achieved 80 million EUR in turnover and 60,000 SKUs selling their assortment in 9 countries, which led to challenges in managing prices and margins across all markets and categories.

2

Inconsistent Prices

Due to Bonami’s recent business ops growth and continued expansion to new countries and regions, managers have had difficulties to keep updated and consistent prices for consumers across their various locations.

3

Thin Margins

The recent global market complications in 2021-2022 paired with an uncertain future led to Bonami’s urgent need to tightly manage their margins and bring more stability to their business.

Implementation & Onboarding

- Yieldigo's Delivery Team worked with Bonami to complete the implementation for their first test market, including data integration, data cleaning, business setup, and user trainings—they went live in just 10 weeks.
- Bonami's Management Team initiated the pricing competency by defining two key people responsible for pricing, who cooperated closely with an onboarding consultant from the Yieldigo team on:
  a. Step-by-step business strategy setup
  b. Enablement of daily pricing and control routines
  c. User training for business-critical needs and further learning opportunities

Solution

- Yieldigo's software enabled Bonami to put their solution into action by helping them first address their risks, namely manual input errors, market instability, and poor industry price outlook for the next period, including inconsistent prices according to consumer perceptions.
- Bonami's Pricing Managers successfully manage 7,600 product families in one module within Yieldigo. In practice, this means that when a supplier changes the price of one product, they can adjust the price of all the products in the family accordingly.
- They are no longer afraid of manual errors thanks to having set up workflows and automation within the pricing process. They are empowered to automate pricing operations across countries with the following specific functionalities: rules-based pricing strategy settings, what-if simulations, families, reports, exports, and access to a powerful machine-learning price optimization engine.
- Pricing managers are now able to run ML what-if simulations of different price strategies across regions, allowing them to consistently apply the right approach. This machine-learning capability automatically analyzes historical sales data to evaluate possible impact on future revenues, margins, volumes, and price indexes.
- Bonami's Pricing Managers are now fully certain that prices will not exceed safe price ranges, since they have visibility into price prediction.

Results

- Bonami leaders are now equipped to maintain margin stability and successfully grow in current markets, both online and brick-and-mortar.
- Pricing Managers and Category Managers can reprice any item daily in case of rapidly changing market conditions, since Yieldigo allows Bonami to manage all their 7,600 product families in one module.
- They are able to proactively respond to supply chain changes in less than 24 hours, primarily due to their ability to automate pricing operations across countries.
- They have obtained A-Z control and visibility over the pricing process of the whole assortment via one source of pricing truth within Yieldigo.
- Pricing Managers can flexibly oversee pricing automation in just a few clicks. Users are enabled to combine manual pricing rules with machine-learning price optimization to secure target margins at specific operational levels, countries, and channels.
- Board members now get informed upfront from Pricing Managers about the potential impacts of different pricing strategies and approaches thanks to the ML what-if simulations. The calculated impacts they have set up are revenues, margins, volumes, and price indexes.

Conclusion

Facing the prospect of further economic challenges brought on by global market complications in 2021-2022, Bonami took the bull by the horns by consolidating their approach to pricing. Yieldigo's unified and easy-to-use solution empowered Bonami's Price Managers and Category Managers to regain control of their pricing, and their leaders and Board members now can maintain margin stability so that they can grow in current markets, as well as stay informed about potential pitfalls and benefits that can potentially occur when attempting different pricing strategies.

> **"Yieldigo helps us focus on creating value rather than endlessly managing manual processes."**

Martin Dite
Project manager,
Bonami

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