

Yieldigo

ПРОДУКТИ БЛИЗЕНЬКО

“The ease of collaboration, quick decision-making, flexibility, and customer focus demonstrated by Yieldigo are truly impressive.”

Effective Price Management of 4000 SKUs within 2000 product families across 7 Zones in 1 software.

About Blyzenko

- **Country:** Ukraine
- **Industry:** Grocery / Convenience Stores
- **Active SKUs:** 4,000
- **Yieldigo Modules in Use:** Everyday Pricing

Risks and Challenges



Slow Response to Market Changes

Unable to adjust prices based on market fluctuations and supplier conditions, Blyzenko lacked agility in a competitive environment. This can lead to decreased sales, damaged margins, and low adaptation to shifting market demands.



Lack of Pricing Process Automation

Blyzenko needed to work towards automating their pricing process to save time and resources. This required the integration of various facets of business, which were previously handled manually without any automated system.



No Defined or Unified Pricing Strategy

As one of their primary business objectives, Blyzenko needed to expand to other regions. Without a unified strategy, inconsistent pricing across stores could confuse customers, damage the brand, and lose the trust of clients.



Implementation & Onboarding

- Yieldigo's Delivery Team worked closely with Blyzenko to integrate their pricing strategy into the software. This included automating regular pricing processes and incorporating promo data for comprehensive pricing management – they went live in just 10 weeks.
- Blyzenko's Management Team defined key people responsible for pricing, who cooperated closely with an onboarding consultant from the Yieldigo team on:
 - a. Developing a Unified Pricing Strategy: Aligning planned markups, supplier conditions, and competitor data within Yieldigo's system.
 - b. Automation Setup: Establishing automated workflows for daily repricing across all 7 zones, reducing reliance on Excel and manual processes.
 - c. User Training & Support: Ensuring the pricing manager was equipped to leverage all the system's functionalities, including analytics and decision-making features.



Solution

- Yieldigo's pricing platform allowed Blyzenko to automate pricing calculations, incorporating factors such as supplier conditions, and import costs. This eliminated the need for manual updates in Excel and streamlined the management of 7 separate price lists.
- Yieldigo's analytics capabilities empowered Blyzenko to perform in-depth analyses and simulations, aiding in strategic decision-making. The system's ability to incorporate bonuses and back-end supplier conditions into pricing calculations provided a clearer picture of actual profitability.
- One pricing manager can effectively oversee multiple price lists. Additionally, the system supports pricing differentiation across zones, allowing the implementation of distinct strategies for each region.
- Blyzenko's Pricing Manager efficiently oversees 4000 SKUs within 2,000 product families within a single module of Yieldigo. Thanks to the configured family settings, prices are reliably calculated based on predetermined ratios, ensuring optimal pricing for end-users.
- Blyzenko Pricing Managers are now fully certain that prices will not exceed safe price ranges, since they have visibility into price prediction.



Results

- Blyzenko leaders are now equipped to maintain margin stability and successfully grow their business.
- Automation of the pricing process eliminated the risk of manual errors in price calculations, leading to more consistent and reliable pricing across all zones.
- The pricing manager now has full control over the pricing process, with any unusual situations or deviations being flagged by the alerting system. This proactive approach ensures that the pricing team can swiftly address any issues before they impact the business.
- By integrating competitor data and supplier conditions, Blyzenko is able to maintain fair and competitive prices, enhancing its image as a retailer with transparent and consumer-friendly pricing.
- The ability to quickly adapt to changes in supplier conditions and market trends has allowed Blyzenko to remain agile and responsive in a highly competitive market.
- Board members now get informed upfront from Pricing Managers about the potential impacts of different pricing strategies and approaches thanks to the AI/ML what-if simulations. The calculated impacts they have set up are revenues, margins, volumes, and price indexes.



Conclusion

By adopting Yieldigo's automated pricing solution, Blyzenko has successfully transformed its pricing operations, moving away from fragmented manual processes to a centralized and efficient system. With just one pricing manager handling 4,000 SKUs within 2,000 product families across 7 regions, Blyzenko now maintains a fair and competitive pricing strategy, supported by robust analytics and automation. Yieldigo's solution has not only optimized the pricing process; it has also empowered Blyzenko to focus on strategic growth and profitability.



"My experience as a client has been exceptional. The ease of collaboration, quick decision-making, flexibility, and customer focus demonstrated by Yieldigo are truly impressive."



Volodymyr Shainer

Director
Blyzenko

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