



“Thanks to Yieldigo, we can support our ambitions of growth, all while ensuring that we can now reprice any of our 30,000 SKUs daily, allowing us to quickly adapt to fluctuations in our market.”

Newpharma's pricing team is now able to manage pricing across 6 countries, using one centralized pricing software.

About Newpharma

- **Country:** Belgium, Netherlands, Germany, France, Austria, Switzerland
- **Industry:** Online Pharmacy
- **Active SKUs:** 30,000
- **Yieldigo Modules in Use:** Everyday Pricing

Risks and Challenges



Lack of Consistency

Their pricing teams required a solution that was able to handle repricing of same products with different formats, or items with different variants. This repricing capability was important in helping to ensure a better price consistency among these types of products.



Pressure on Margins

Newpharma faced pressure to maintain competitive pricing without sacrificing profitability. With frequent changes in competitor prices, purchase costs, and stock levels, the company had to ensure its pricing strategy remained agile, while protecting margins.



No Insightful UI

Newpharma's pricing team realized that they needed a more user-friendly and insightful interface to better manage their prices across 6 countries, and features like ML/AI simulations to forecast the impact of changes in strategy, alerts, product charts or sales history.



Implementation & Onboarding

- Yieldigo's Delivery team collaborated closely with Newpharma's Pricing and Data teams to ensure a smooth implementation process. The teams successfully completed the integration, including data migration, data cleaning, business setup, and user trainings.
- Newpharma's Pricing Team demonstrated strong engagement throughout the process by actively participating in all stages of the project:
 - a. Data preparation
 - b. Strategic business setup
 - c. Implementation of daily pricing and control routines
 - d. User trainings for essential business functions and ongoing development



Solution

- Yieldigo's pricing solution **empowered Newpharma to effectively manage the pricing of 30,000 SKUs**, addressing key risks such as avoiding negative margins, responding to supplier price fluctuations, keeping the market position, reducing manual errors, and ensuring price consistency across product families.
- **The solution automates daily pricing updates across 6 countries, with repricing happening up to 4 times per day**, freeing up valuable time and ensuring that the right strategies are applied consistently.
- Alerts for negative margins, data issues, and price inconsistencies allow the team to **better detect problems more easily at the early stages of the process**.
- Different price rounding rules are also implemented to fine-tune the pricing strategy.
- The **what-if scenarios feature enables the pricing managers to be more efficient when assessing the impacts of a change in strategy, 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.



Results

- **Pricing Managers can reprice any of their 30,000 SKUs daily**, allowing them to **quickly adapt to market fluctuations**.
- Newpharma's pricing team can **easily oversee and adjust pricing automation with a few clicks**, blending manual pricing rules with machine-learning optimization to maintain target margins across different countries.
- Their team is **now armed with sophisticated analytics and a user-friendly interface, allowing for real-time pricing adjustments**. This capability is crucial in **maintaining competitive margins and dynamically responding to market changes**, helping to support seamless operations across various regions.
- Newpharma now has **robust and user-friendly mechanisms to control and enhance sales margins**, while **maintaining desired market position**.
- The team can **rapidly respond to supplier price changes, providing enhanced control and visibility through one unified source of pricing truth**. Newpharma's data input into their Yieldigo software allows them to gain highly **valuable real-time insights**.
- The **ML/AI simulations enable proactive decision-making** to test and implement strategic pricing decisions **effectively across teams**.



Conclusion

Thanks to Yieldigo, **Newpharma now has access to ML/AI simulations and a better software to help their pricing teams set fair prices ensuring a good positioning on the market for their customers, while supporting the margin growth ambition of the company in a competitive environment**. The what-if scenario feature helps the team to fine-tune the strategies before applying them. The **family module also helps them to maintain consistency of prices among the assortment**.



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Céline Lanotte

Pricing Team Leader
Newpharma

