



**“Yieldigo allowed us to reduce manual work, streamline our data export processes, and implement new pricing strategies that take important drivers such as elasticity into consideration.”**

PHOENIX Pharma Italia’s pricing managers can now make confident and genuinely effective data-driven decisions.

### About PHOENIX Pharma Italia

- **Country:** Italy
- **Industry:** Pharmacy & Drugstore
- **Sales Channels:** 260 Stores and an E-shop
- **Pricing Zones:** 4, with More Zones to be Added
- **Active SKUs:** 20,000
- **Yieldigo Capability in Use:** Everyday Price Management

### Risks and Challenges



**Price Calculation Errors**  
Lost time and wasted man hours caused by the limits of Excel are a notable setback, which also does not help product users avoid rather costly manual errors.



**Alignment Across Teams**  
The info gathered by different teams does not allow price managers to make fully reliable decisions, and price elasticities also cannot be calculated.



**World Class Competition**  
Multinational competitor presence in PHOENIX Pharma Italia’s region put pricing pressure on their team to make quick and well-informed decisions to remain competitive in their market.



## Implementation & Onboarding

- Yieldigo's Delivery team collaborated closely with PHOENIX Pharma Italia's Pricing and Data teams to ensure a smooth implementation process. Yieldigo and PHOENIX Pharma Italia's teams worked together successfully to complete the integration, including **data migration, data cleaning, business setup, and user trainings**.
- PHOENIX Pharma Italia's Pricing Team demonstrated strong engagement throughout the process by actively participating in all stages of the project:
  - a. **Data Preparation** - Enhancing data quality by identifying and correcting errors.
  - b. **Strategic Business Setup** - Generating a customized reference price to fulfil their strategy.
  - c. **Implementation of Daily Pricing Routines** - Ensuring that daily pricing and repricing tasks as well as routine pricing checks are in place.
  - d. **User trainings** - Establishing essential business functions and ongoing development.



## Solution

- PHOENIX Pharma Italia's Yieldigo pricing solution empowered their teams to **effectively manage the pricing of over 20,000 SKUs**, addressing key risks such as **avoiding negative margins, responding to supplier price fluctuations, maintaining market position, reducing manual errors, and ensuring price consistency across product families**.
- They are now **enabled to configure custom pricing rules tailored to specific product categories**, such as OTC products and cosmetics.
- The software **supports multi-zone configuration**, allowing PHOENIX Pharma Italia to **manage pricing across diverse store formats and regions** without duplicating effort.
- Their Yieldigo software **automates pricing updates, ensuring that the right strategies are applied consistently**.
- Their teams were able to **set up alerts for negative margins, data issues, and price inconsistencies**, allowing them to **detect problems with greater ease at early stages of the process**.
- They are able to monitor **EDLP (Everyday Low Price) products closely** to ensure that they **maintain the lowest prices on the market**.
- **Custom integrations with Phoenix Pharma Italia's operational systems ensured smooth data flow and alignment between pricing, inventory, and sales**, reducing manual work and supporting real-time decisions.
- **Yieldigo became a single source of pricing truth — the necessary data is instantly available without the need to run 5-day process** of blending data from multiple teams, cleaning those data sets, and then having to build time-demanding data analytics.
- As part of the collaboration, a **transition from the old IBM AS/400 connector was implemented, enabling effective price transmission directly to the pharmacies system**.



## Results

- Pricing Managers can **reprice any of their 20,000 SKUs regularly**, allowing them to **quickly adapt to market fluctuations**.
- PHOENIX Pharma Italia's pricing team can **seamlessly oversee pricing for different store formats and locations through a single platform**, significantly reducing effort duplication and ensuring strategic consistency.
- Their team now benefits from a **powerful yet intuitive environment that simplifies complex pricing decisions, enabling real-time adjustments based on robust data insights**.
- **PHOENIX Pharma Italia 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 highly valuable real-time insights as well as enhanced control and visibility through one unified source of pricing truth**.
- **Automation improved the consistency and reliability of price calculations**, reducing the likelihood of manual errors.
- Cross-functional pricing teams can access the same **consistent pricing data and insights, enabling more aligned decision-making and faster execution**.
- By consolidating all relevant data into one pricing truth, the team **avoid manual reporting cycles and achieve a faster turnaround from insight to action with strategic clarity from a unified data source**.



## Conclusion

With their Yieldigo solution, PHOENIX Pharma Italia **turned a complex, manual pricing process into a streamlined, data-driven operation**. The team can now **reprice 20,000 SKUs effectively, responding faster to market changes, and protecting margins across all store formats**. Thanks to automation, AI-powered simulations, and a single **source of pricing truth**, PHOENIX Pharma Italia's pricing has become a strategic advantage — not a bottleneck.



Yieldigo allows us to reduce manual work, streamline our data export processes, and implement new pricing strategies that take important drivers such as elasticity into consideration. Yieldigo's team is very supportive, flexible, and responsive to any doubt or new requirement.



**Claudia Rinaldi**

Trade Marketing & Pricing Manager  
PHOENIX Pharma Italia

**PHOENIX**  
Pharma Italia