

### Retailers Still Have Independent Price Optimization Options - Remember KSS? 03/12/07

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We could have written about acquisitions this week. Truth is, we could write about a merger, acquisition or industry consolidation just about every week. But this week, we decided to be different. We thought it'd be refreshing to talk about an independent software vendor who is growing its product and business, and providing a best of breed alternative for retailers. This week, we're going to provide an update on **KSS**, an independent software company providing price and promotion optimization solutions for fast moving consumer goods and fuel retailers.

Price and promotion optimization remain critical agenda items for retailers, and in fact, are bordering on "must have" solutions. They provide very rapid return on investment, and are fundamentally non-intrusive to the existing technology infrastructure. With the purchase of Khimetrics by SAP and ProfitLogic by Oracle, very few "pure play" price optimization companies remain. Certainly SAS has built out its price, promotion and markdown optimization programs as part of its overarching suite. We'll cover SAS's rich solution set in a future Top of the Net story. Demandtec remains a formidable competitor as well. Also independent, still closing deals, with attractive partnerships, Demandtec is an interesting choice for retailers looking for a pricing point solution. But **KSS** has not gotten nearly as much airplay while they have quietly built out their application and closed deals in the US and around the world.

Two recent customer wins:

- Selected by Gigante, one of Mexico's largest Supermarket chains for price and promotion modeling, optimization, and forecasting.
- Selected by Kansas City grocer Cosentino's for price and promotion optimization

**KSS** has strategic partnerships with both Microsoft and SAP and is a certified NetWeaver application. Its application's other differentiating factor is its ability to be deployed easily behind a company's firewall, rather than run as a hosted service.

**KSS** has come a long way in the past five years. Its integration with the Netweaver platform gives it a leg-up into SAP shops. The company is a good example that shows innovation is alive and well in retail technology, even as mergers and acquisitions seem to take center stage. If you're feeling a need to put some science behind your pricing strategy, the application is certainly worth a look. [www.kssq.com](http://www.kssq.com)