Revenue Management "In a Box"

We're here to share…

- What we do

- Artificial Intelligence

- Newest Cornerstone Team Member

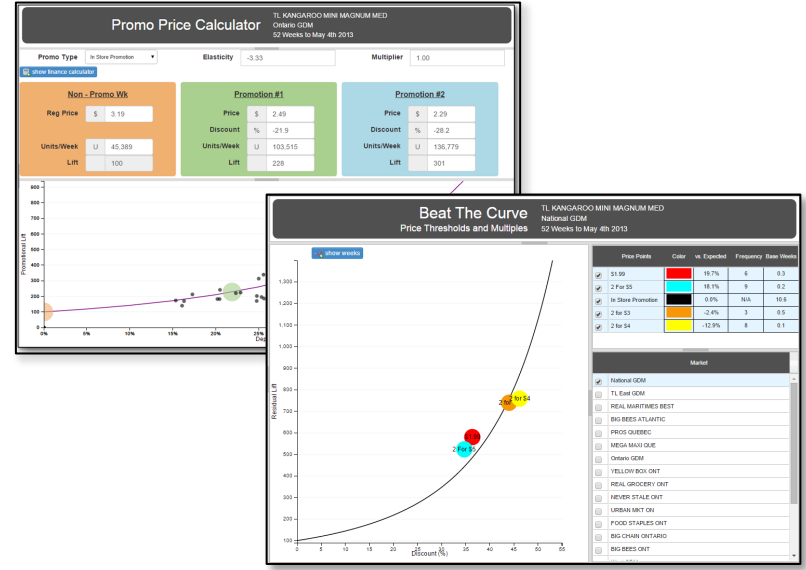# Curve Software - Revenue Management "In a Box"…

Overview	Elasticity	Optimization
Descriptive	**Predictive**	**Prescriptive**

- **Topline:** *Business Performance, Executive Summary, Sales Decomp, Sales Drivers*

- **Pricing:** *Bandwidth, Rangefinder, Price Gap, Bump Report*

- **Calculators:** *Reg Price Calculator, Promo Price Calculator, Retailer View*

- **Strategy:** *Elasticity Viewer, Beat-the-Curve™, Portfolio Map*

- **Trade Spend:** *Promo ROI, Fishpond, Promo Rank*

- **Scenario Planning:** *Category Optimizer, Retailer View, Artificial Intelligence*

Curve Software - Revenue Management "In a Box"…

Revenue Management

Promo Planning & Optimization

Scenario Planning, currently..

How should I better my product mix?

Scenario Planning, using AI

Here's what I suggest to Maximize your Profit!

Regular Price/Promo Planning & Optimization

Scenario Planning, using AI

Setup PortfolioAdvisor™ ✕

Optimize Manufacturer Profit

Enabled

Max Reg Price Increase
% 10

Max Retailer Margin Change
% 0.0

Max Dead Net Change
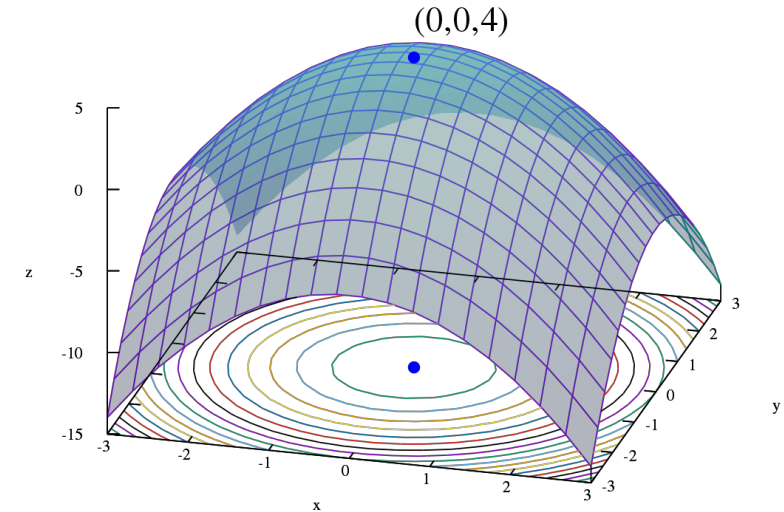% 1.0

Allowable Discount - Instore
% 10 TO % 30

Allowable Discount - Flyer
% 20 TO % 50

Profit Alert Threshold $
$ 50,000

Done

(0,0,4)

- Input of Constraints & Guardrails

- Iterative Loops of Scenario Testing

- Maximize Profit Based on History

Promo Planning & Optimization

Scenario Planning, using AI

Category Optimizer

	Name	Retail	Net Price	Retail $ Sales	Mfc Profit	Retailer Margin	Opt Mfc Profit
	KANGAROO BLACK CAT 8PK						
	Regular Price	$5.99	$4.21		$124,891	29.7%	
	Instore	$4.99	$4.		$100,499	19.6%	
	Flyer	$4.49	$3.		$166,885	14.4%	
	Base Total	**$5.03**	**$3.99**	**$392,275**		**20.8%**	
	Regular Price	$6.50	▲ $4.24	61	$120,989	▼ 34.8%	
	Instore	$5.33	▼ $4.		$86,704	▲ 23.2%	
	Flyer	$4.39	▼ $3.	,618	$214,734	▲ 9.8%	
	Scenario Total	**$5.12**	**$4.08**	,369	**$422,427**	**20.8%**	
	Gross Change	**$0.09**	**$0.07**	21	**$30,152**	**-0.0%**	
	Gross % Change	**1.8%**	**1.8%**		**7.7%**	**0.0%**	

www.cornerstonecapabilities.com

Weekly Planning – Simulation & AI

www.cornerstonecapabilities.com

Mike Gamage, VP Business Development

- 25yr Industry Veteran

- Kraft, Kellogg's, Starbucks and Blue Buffalo / General Mills

- Sales, Food Service, Sales Planning, Category Mgmt, Revenue Mgmt, Promotion Mgmt and Strategic Pricing

- Led Implementation of TPM, TPO, Pricing, CRM and Reporting Applications

- Wife & 3 Kids – Resides in Phoenix Arizona

- New England Patriots fan

Some of Our Partners

Thank You!

Please Come See Us At Our Booth to Learn More!