

Setting the Right Price

LifeCycle Pricing

The Rizing LifeCycle Pricing (LCP) product is the right tool to support merchants with the entire suite of retail pricing processes in one easy-to-reference location to make efficient and informed pricing decisions.



LifeCycle Pricing

Setting effective every day and markdown prices to achieve financial and price image objectives is a critical retail capability. However, as retail executives know all too well, most pricing decisions require a trade-off between margin and price perception. Effectively driving decision-ready insights from vast retail data is the key.

LifeCycle Pricing (LCP) is a software-as-a-service (SaaS) tool built to pre-integrate into your SAP environment. LCP reads SAP master data, TLOG, price, cost, inventory, order data, and return competitor shop information. As a result, information is consolidated and presented in a simple and user-friendly interface so merchants can easily review important data, set pricing plans, execute price changes and review the impact on business performance.

LCP Insights

The main components of the LCP suite:

- Price Rules Management
- Competitive Shopping
- Price Workbench
- Pricing Reporting and Analytics

Key Benefits



Sales and margin-enhancing decision-ready information — a single source for vendor, competitor, sales, order, inventory, product and location data into one simple software system, fully integrated with the retail price planning and execution processes



Efficient, user-friendly tool — Simple Fiori user interface designed to support the entire suite of retail pricing processes in one tool with minimal clicks



Low total cost of ownership — Rizing hosted tool built to integrate into your existing SAP environment with no or low change required



Fast speed-to-value — Merchants can begin leveraging the solution in weeks

Price Rules Management

LCP provides a comprehensive set of price rules that can automate price proposals for merchants consistent with most any price strategy or tactic required. LCP supports brand, size, ending number, margin tolerances, competitor, location / zone, product strategy and many, many more rules in order to ensure that prices for all products in all locations are continually consistent with the retailer's price objectives.

Competitive Shopping

The competitive shopping component provides the ability to set competitor strategies, schedule competitor shops, capture the competitor information, create automated competitive pricing proposals and execute merchant pricing decisions, keeping your product the most cost-effective choice to attract and maintain shoppers. A shopper uses a mobile device which supplies price checkers with selected items to collect price data for merchant review. There is also the ability to compare Private Label products to brands and automatically calculate price equalization.

Price Workbench

LCP brings regular, promotion and markdown prices into one simple tool in order to provide merchants to fast visibility to prices across all products, locations, channels, customers and price types at all times. The workbench is fully integrated into the pricing process as well, allowing merchants to make "on-the-fly" changes directly in the tool and workflow to allow for price approvals based on the retailer's Price Rule Strategies. Additionally, the tool supports most any complex pricing tactic.

Pricing Reporting and Analytics

LCP provides analytical tools to bring comprehensive data discovery and reporting to the merchant in order to make more informed business decisions. View these reports from your dashboard daily to evaluate success by continually monitoring demand, increased usage, measurements and customer loyalty. LCP also provides simulation functionality across software components to measure the impact on sales, margin and price image allowing for more in-depth strategic analysis.

Aligned with SAP

- Seamless User experience with Fiori look and feel
- Integrated contextual help using SAP Enable Now
- Built on the SAP Cloud Platform
- Uses SAP Cloud Foundry Technology



Contact a Rizing pricing expert to help you with all your retail pricing questions and schedule an LCP demonstration to learn how LCP can drive margin and sales-enhancing value for your organization.

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