

Spotlight Retail Group (SRG) Selects Revionics to Improve Pricing Precision

Written by Australian Business

AUSTIN, Texas--([BUSINESS WIRE](#))-- [Revionics, Inc.](#) , the leading provider of [End-to-End Merchandise Optimisation solutions](#) , announced today that they have entered into an agreement with The Spotlight Retail Group (SRG), for their retail chain [Spotlight](#) , Australia's largest retail chain of fabric, craft and home interiors superstores, to deliver [Revionics® Price Optimisation](#) . After an in-depth industry search, Spotlight chose Revionics due to its proven demand-based science and predictive analytics software, which will help Spotlight leverage their large volumes of data to improve margins, increase top line sales and enhance customer loyalty.

“Being more shopper-centric and data-driven is essential in today’s hypercompetitive market,” stated Quentin Gracanin, SRG Group CEO. “There are several reasons we selected Revionics to help us with this initiative such as their strong track record of delivering results and partnering with retailers to ensure their strategic and financial objectives are met.”

“We are very excited to welcome The SRG Group as one of our customers in the Asia Pacific market,” said Marc Hafner, Revionics President and CEO. “When a large retailer like Spotlight chooses our solution it further demonstrates the need in the marketplace for a more sophisticated and disciplined approach to pricing. We are excited with our relationship with Spotlight and are committed to delivering quick time-to-value and a positive impact to their top and bottom line.”

About Revionics, Inc.

[Revionics](#) delivers the industry’s most powerful [End-to-End Merchandise Optimization solution](#) , enabling retailers of all sizes to execute a fact-based Omni-channel merchandising strategy utilizing the most comprehensive set of shopper demand signals to enhance financial performance with improved customer satisfaction. Revionics’ solutions leverage advanced predictive analytics and demand-based science to ensure retailers have the right product, price, promotion, placement and space allocation for optimal results across all touch points in the Omni-channel shopping episode – online, in-store, social and mobile. Offered

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on a scalable, high performance Cloud-based SaaS platform, these solutions future-proof retailers from Big Data/Fast Data challenges, while providing speed-to-ROI. Over 33,000 retail locations and \$140+B in annual revenue across grocery, drug, building materials, convenience, general merchandise, discount, sporting goods stores and eCommerce sites optimize with Revionics' solutions. Revionics has been recognized as a 2012 Deloitte Technology Fast 500™, Red Herring Top 100 Global, Red Herring Top 100 Americas and JMP Securities' Hot 100 Software Company. For more information, please visit www.revionics.com

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About Spotlight:

[Spotlight](#) is Australia's Largest Chain of Fabric, Craft and Home Interiors Superstores. With over 115 stores in Australia, New Zealand and Singapore it provides millions of customers with a huge range of fashionable products at the most competitive prices.