



*Electronic
Partner* **EP**

Case Study

EP: developed a pricing strategy with guidelines to help entrepreneurs compete online, and the next step was finding the right tools to expand the strategy to the online platform.

Read on

Case Background

ElectronicPartner (EP:) is one of the largest electronics purchasing organizations in Europe with approximately 475 affiliated stores in the Netherlands alone. As a collective of entrepreneurs, the Vianen-based Dutch Headquarters helps organize cooperation between suppliers, EP: stores & individual entrepreneurs.

Already an Omnia pricing data customer for four years, it was a logical step for EP: to introduce the Dynamic Pricing module. The organization translated its pricing strategy into business rules in Omnia. After that, the tool took over and gave price advices for a few selected categories.



COMPETITIVE MARKET

As e-commerce grows in importance & the frequency of price changes increases, local retailers need technology to keep prices competitive in this transparent market.



LACK OF CUSTOMIZATION

EP needed to combine their own strategy with an integrated dynamic pricing strategy including a healthy margin structure on category & brand level.



NEED FOR CENTRALIZED POLICY

As buying group, ElectronicPartner wanted to support its entrepreneurs with this matter, so the pricing decisions needed to be centralized within the organization

Outline to Success

INITIAL LAUNCH

Dynamic pricing for EP was launched with a 7 week pilot period.



PARTNERSHIPS BUILT

Relationships with local customers who wanted fair prices for electronics from their local store improved & entrepreneurs could focus on other business goals.



ON-GOING GROWTH

Flexibility provides the ability to expand decisions & developments within the organization to our online platform.



AGILE APPROACH

In under two months EP saw a 50% increased revenue on their online channels & a 70% increase in the number of units sold online.

↑ 50%

ON-GOING SUCCESS

A competitive omnichannel strategy set up in an efficient way, makes it easy to anticipate market developments.

ON-GOING CONSISTENCY

Electronic Partner saw a 70% increase in the number of units sold across the board.

↑ 70%

Conclusion

The excellent pricing strategy of EP: let the organization achieve its ambitious goals, and Omnia's Dynamic Pricing software was the key that unlocked that strategy on the online platform. Entrepreneurs can now focus on the core of their business, while a powerful algorithm generates competitive prices based on the business rules of EP's pricing strategy. EP: now runs the fully automated process multiple times a day.

"EP: made the transition from a traditional purchasing organisation to a retail formula with a marketing idea. EP: transformed 86 stores with their own faces, webshops, & individual pricing into a formula with a clear proposition & brand identity for the consumer. This also includes an online platform with a centralized pricing policy."

— **Sebastiaan Leemreize, Head of Marketing & E-Commerce at Electronic Partner**

