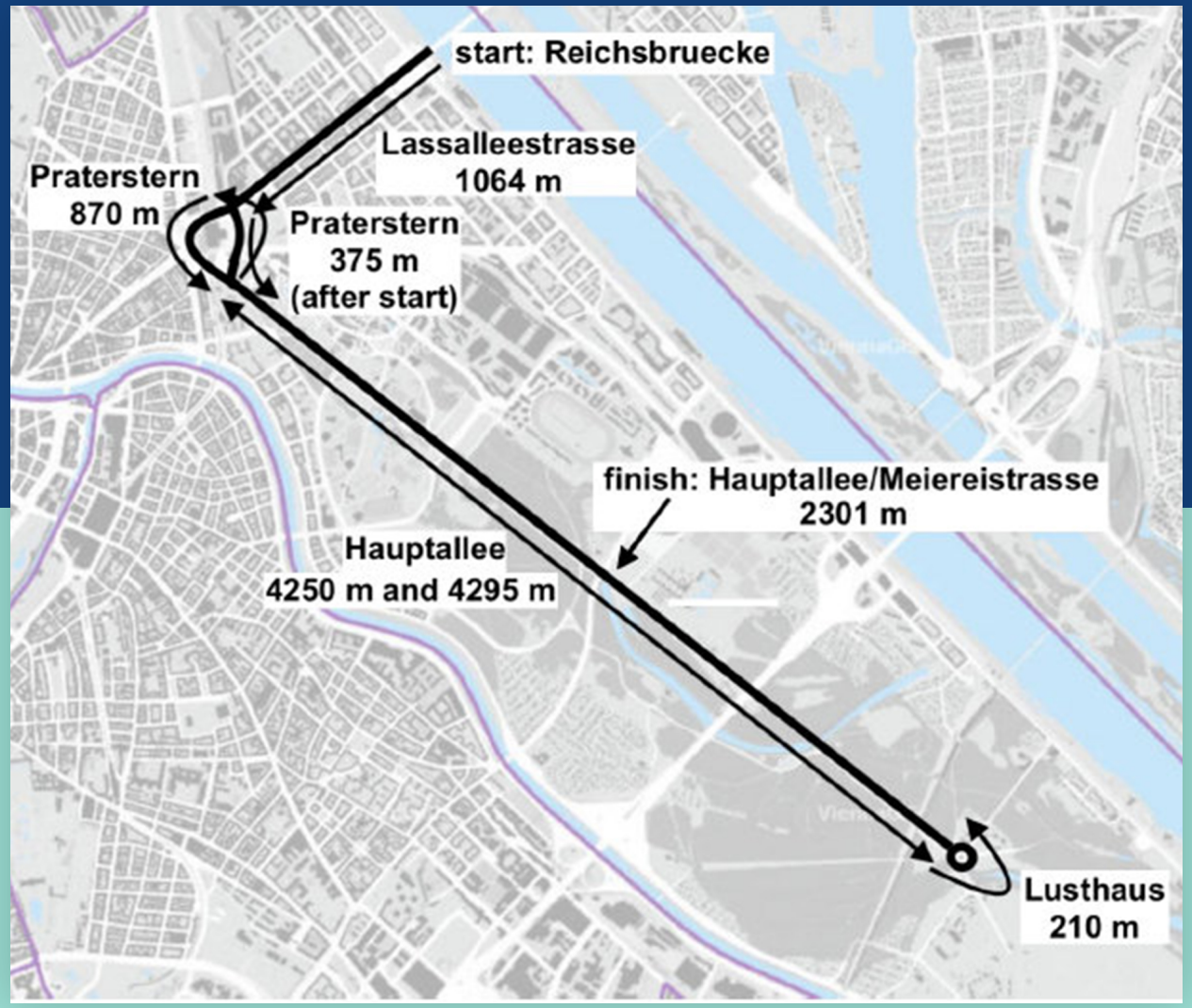
Solving Retail's Growing Complexity

WITH SANDER ROOSE

INEOS
1:59
CHALLENGE
1:58:51

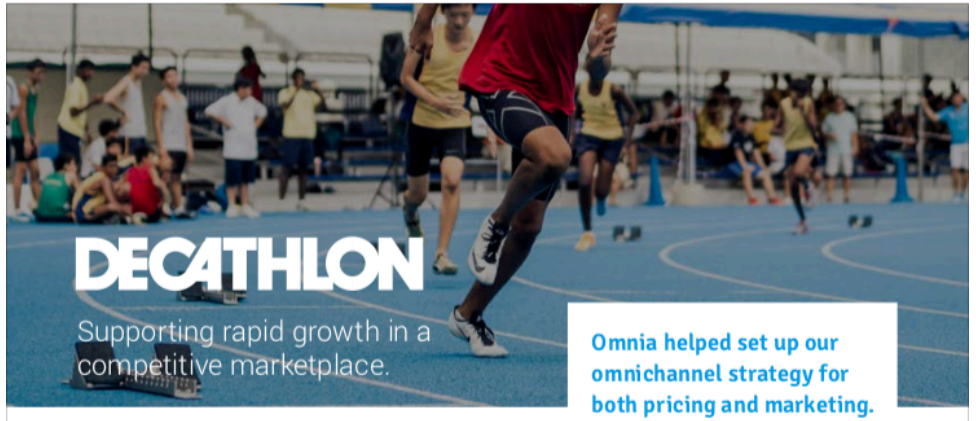

start: Reichsbruecke
Lassalleestrasse
1064 m
Praterstern
870 m
Praterstern
375 m
(after start)
finish: Hauptallee/Meiereistrasse
2301 m
Hauptallee
4250 m and 4295 m
Lusthaus
210 m

INEOS
INEOS
INEOS
INEOS
INEOS

ZOOMX

Unleashing superpowers by democratizing expertise and automation.

Unleashing superpowers by
democratizing expertise and
automation.



Omnia helped set up our omnichannel strategy for both pricing and marketing. Their product-focused and data-driven approach allowed us to reach our ambitious growth goals in a highly targeted way

Laurens Spiele,
E-COMMERCE DIRECTOR AT DECATHLON NL

Decathlon S.A. is a French sporting goods retailer. With over 1400 stores in 45 countries, it is the largest sporting goods retailer in the world.

Challenges

How do you reach rapid growth in a crowded marketplace? Decathlon NL asked itself this question in 2015, and ultimately found Omnia as a solution.

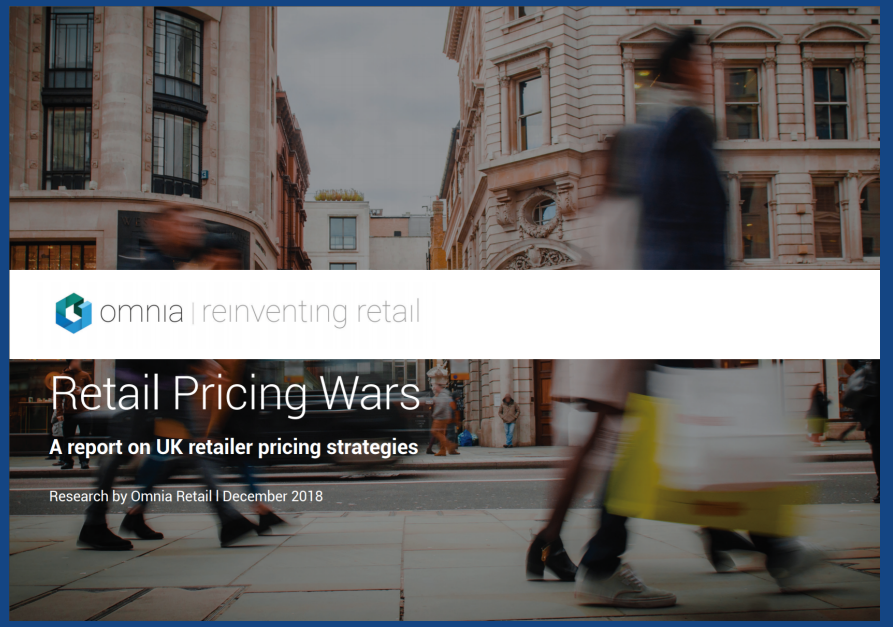
When Decathlon entered the Dutch market, it had ambitious goals: the company wanted to be known as the best value-for-money sports retailer in the country, and grow rapidly while remaining profitable.

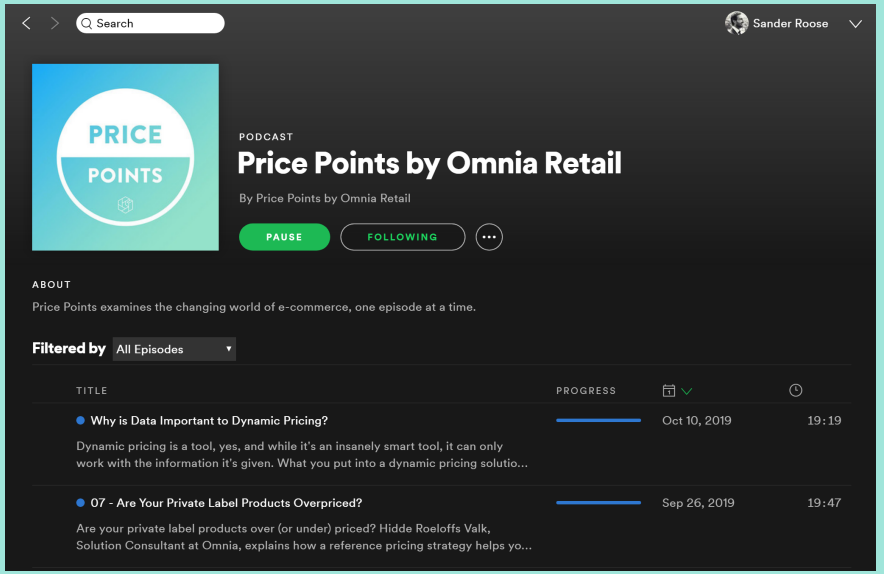
Decathlon had a detailed plan for its growth, but lacked the technical and operational tools necessary to reach its goals. The company chose Omnia's software to bridge this gap.

How Omnia Helped

Decathlon NL used Omnia's products to automate its pricing and online marketing. In addition to daily monitoring of pricing data with Pricewatch, Decathlon used Dynamic Pricing to automatically adjust prices according to its strategy.

With Omnia's marketing automation suite Decathlon optimized the feeds to all the marketing channels and automated bids to Google Shopping. Pricing information was used to push their most competitive products more aggressively.





Stay ahead
of the curve

Subscribe to Omnia's monthly newsletter and get the latest e-commerce and retail trends delivered directly to your inbox.

Microsoft
TURING

Retail complexity *has increased*

ASSORTMENT

3K PRODUCTS

That fit in a physical store

20K PRODUCTS ON AVERAGE

across Omnia's customers,
and **growing 20%** in the last 2 years

MARKETING CHANNELS

WEEKLY UPDATE

Of one marketing channel
(physical flyer)

INTRADAY UPDATE

Of over > 50 marketing channels

STORE FRONTS

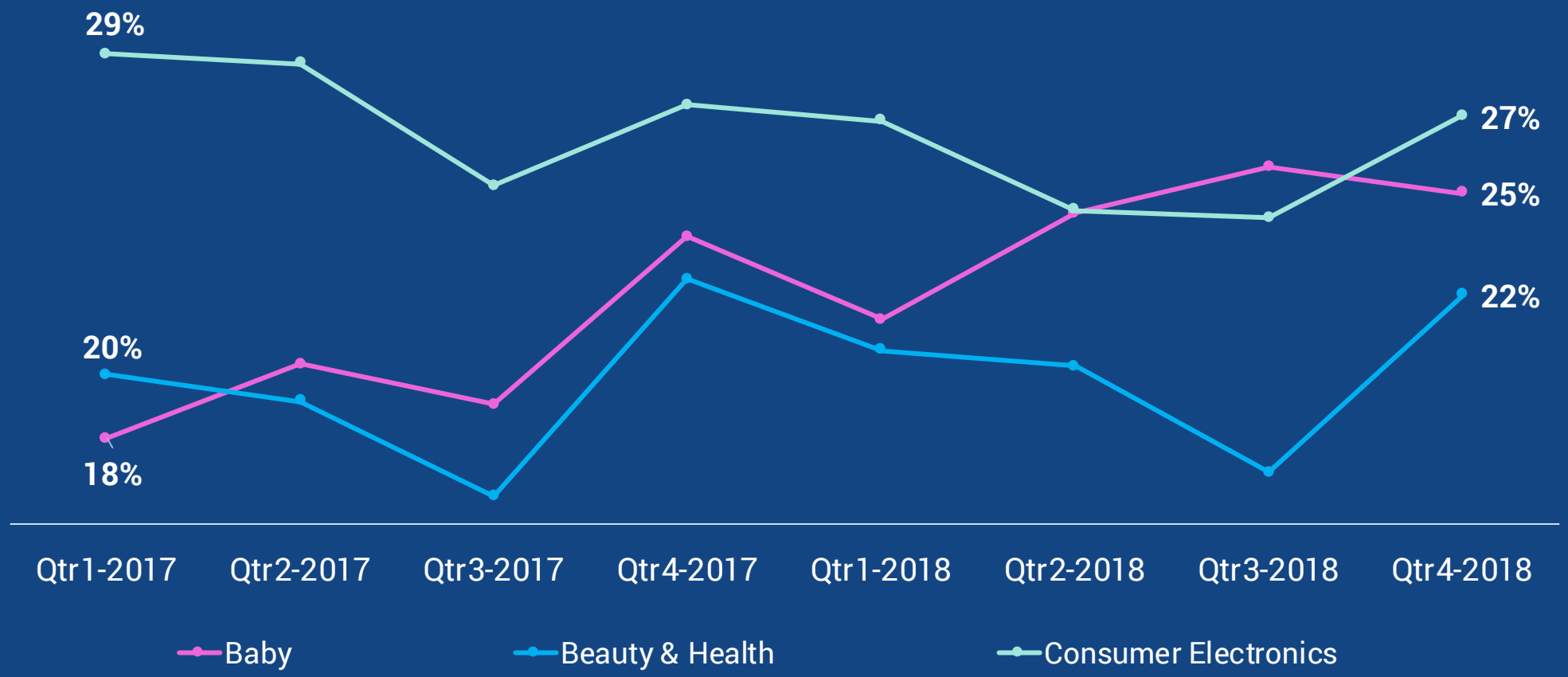
PHYSICAL STORE

OMNICHANNEL EXPERIENCE

Competition *more intense*

All categories are starting to behave as CE

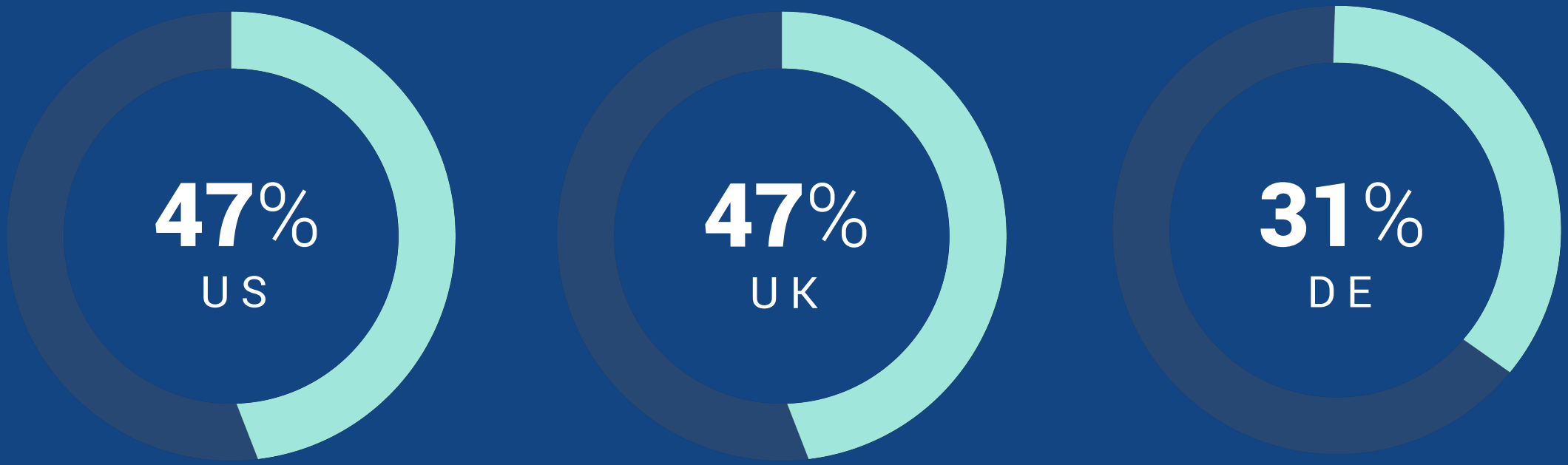
Average % of weekly price changes over total number of products



Source: Omnia data (2017-2019)

Competition *more intense*

Amazon & Alibaba have seized large e-com market shares



Based on the top 100 Amazon **Bestsellers** in each of 300 categories, we see that Amazon has the **lowest price** in 27% of the products in Germany. In the Netherlands this is 42%

Competition more intense (3/3)

Brands more serious with their D2C channels

dyson

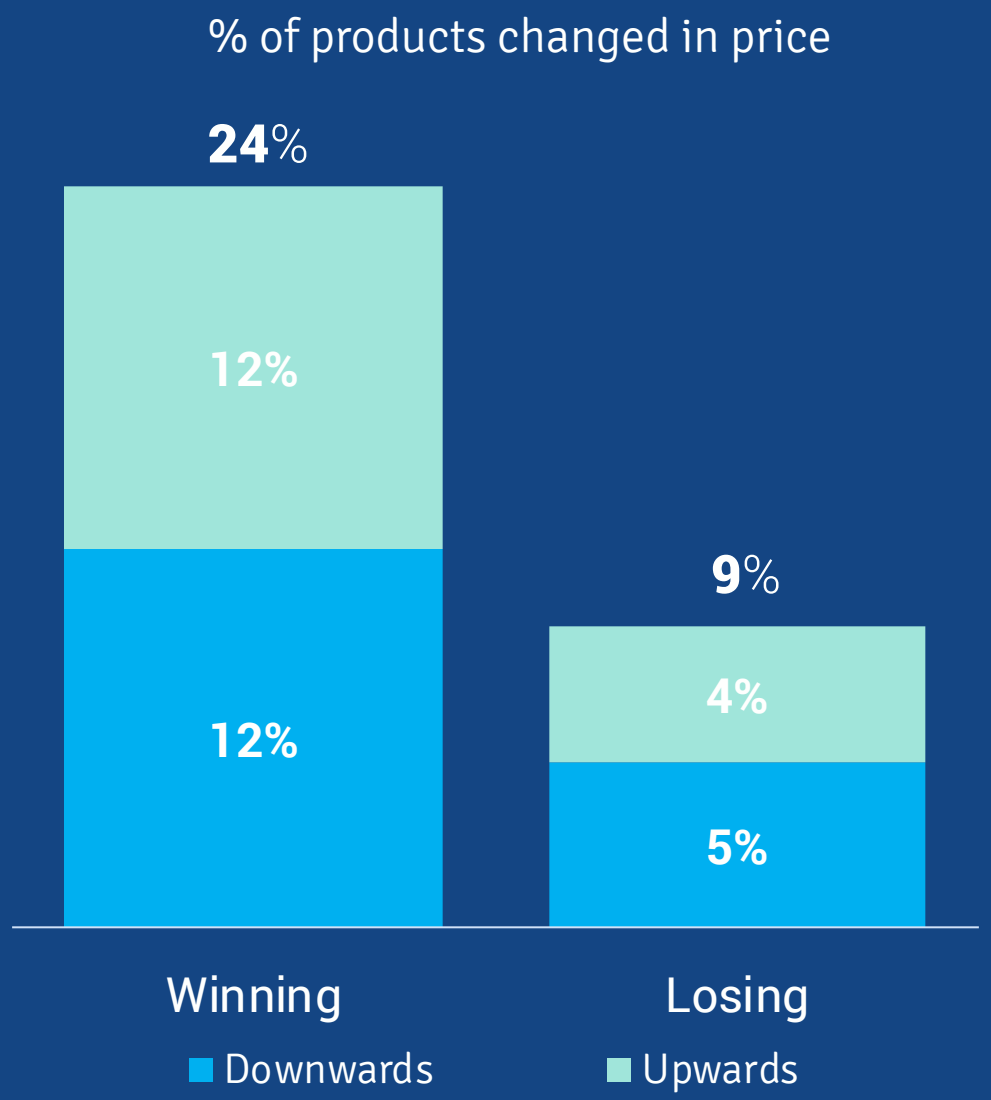
19. Dyson Price Match Promise

Our prices are checked and matched daily, so you can be confident you're getting the best price by purchasing direct from Dyson.

If, within 7 days of purchase, you find the same model advertised at a lower price by Argos, Currys or John Lewis in the UK, we'll refund the difference.

Winners are *more advanced in pricing:*

They change the prices of their products more broadly and frequently

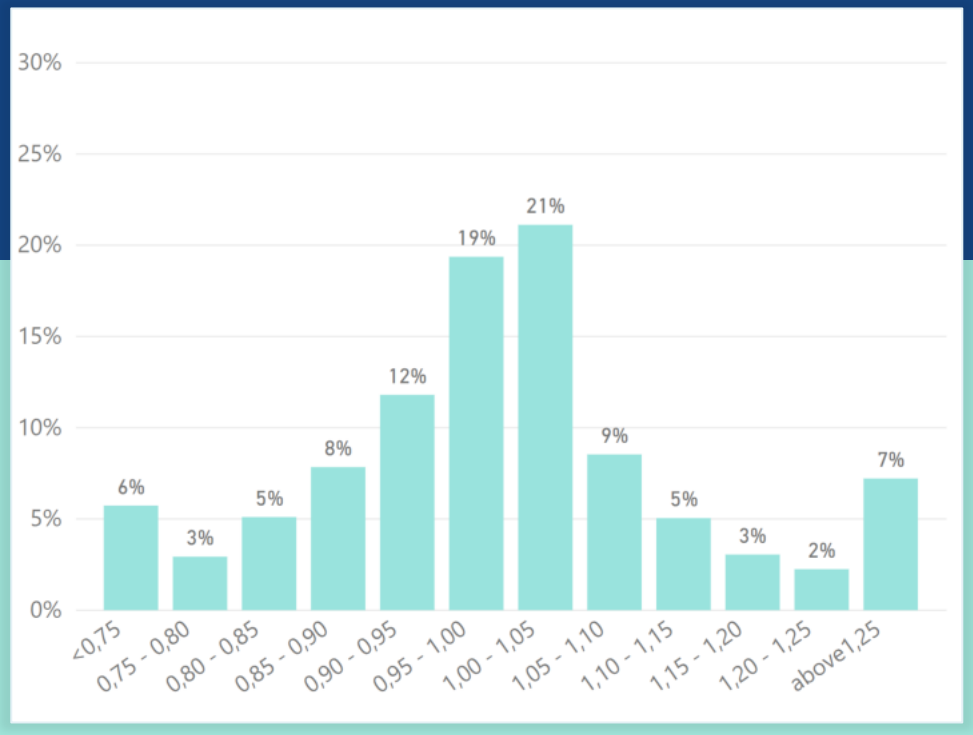


Source: Omnia & Twinkle data 2018

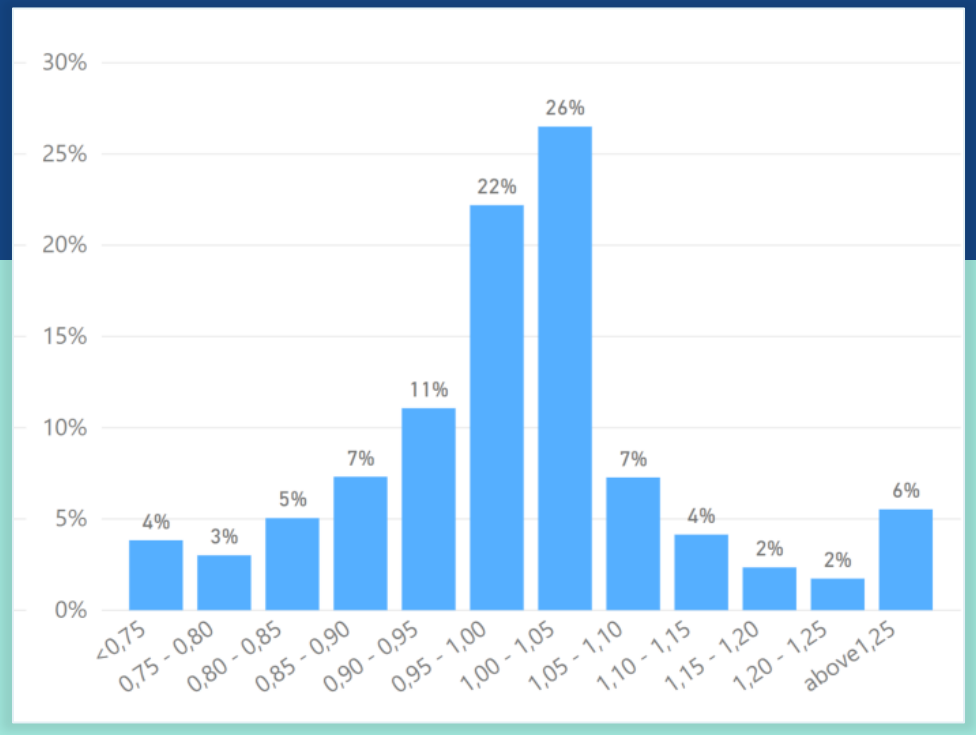
At first glance both winners & others (all products)

appear to have the same distribution in price ratio

WINNING



LOSING



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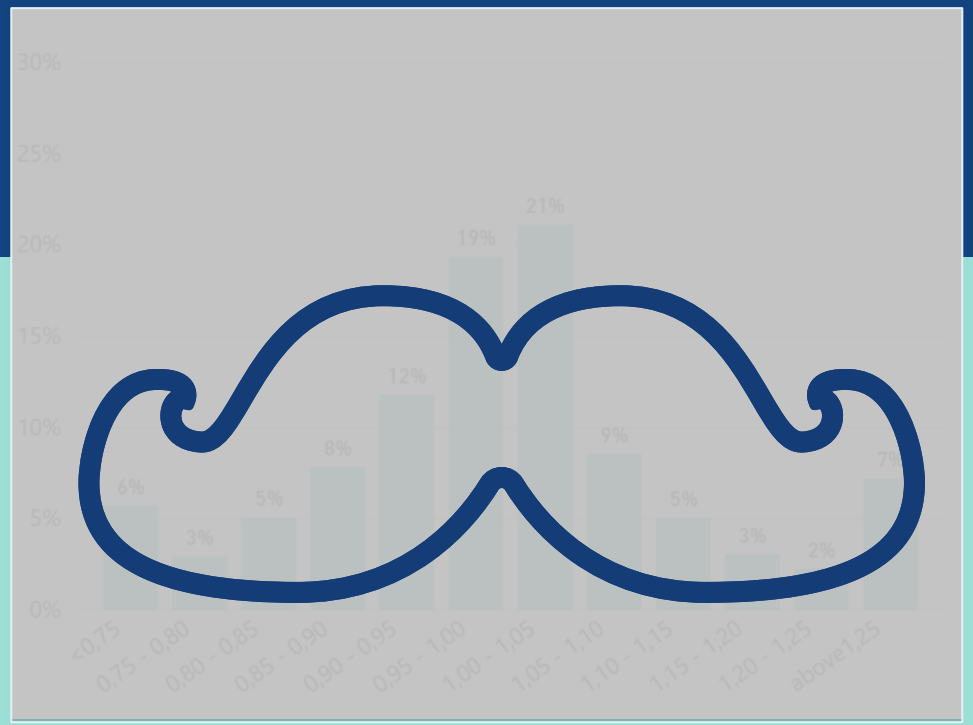
WINNING



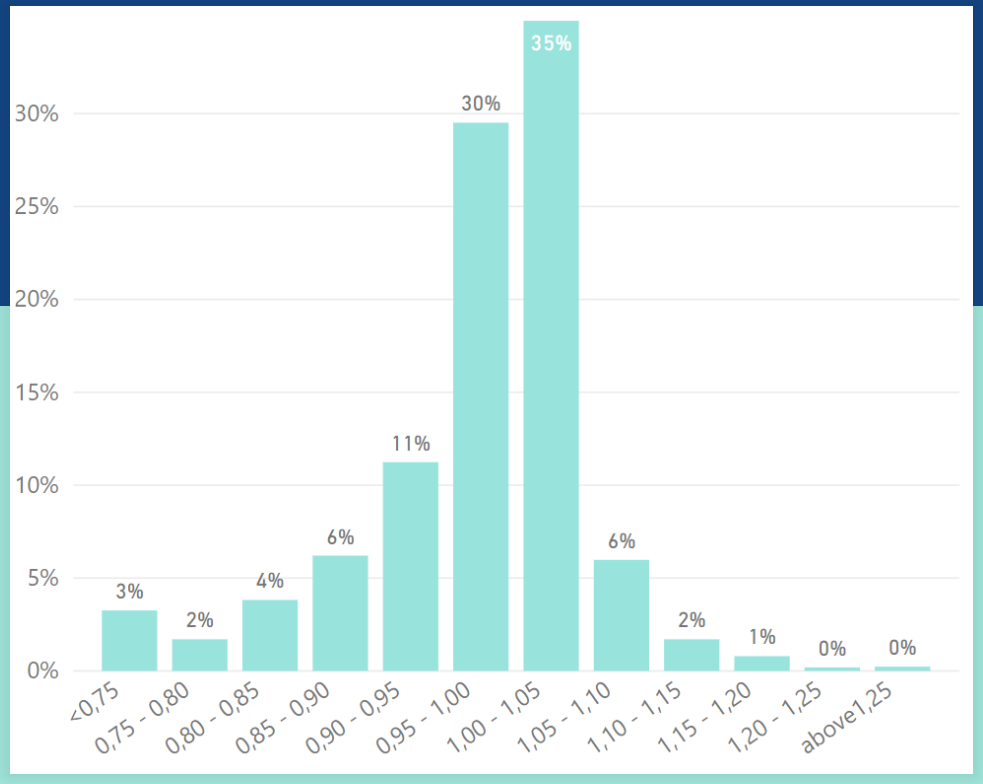
LOSING

Source: Omnia & Twinkle data 2018

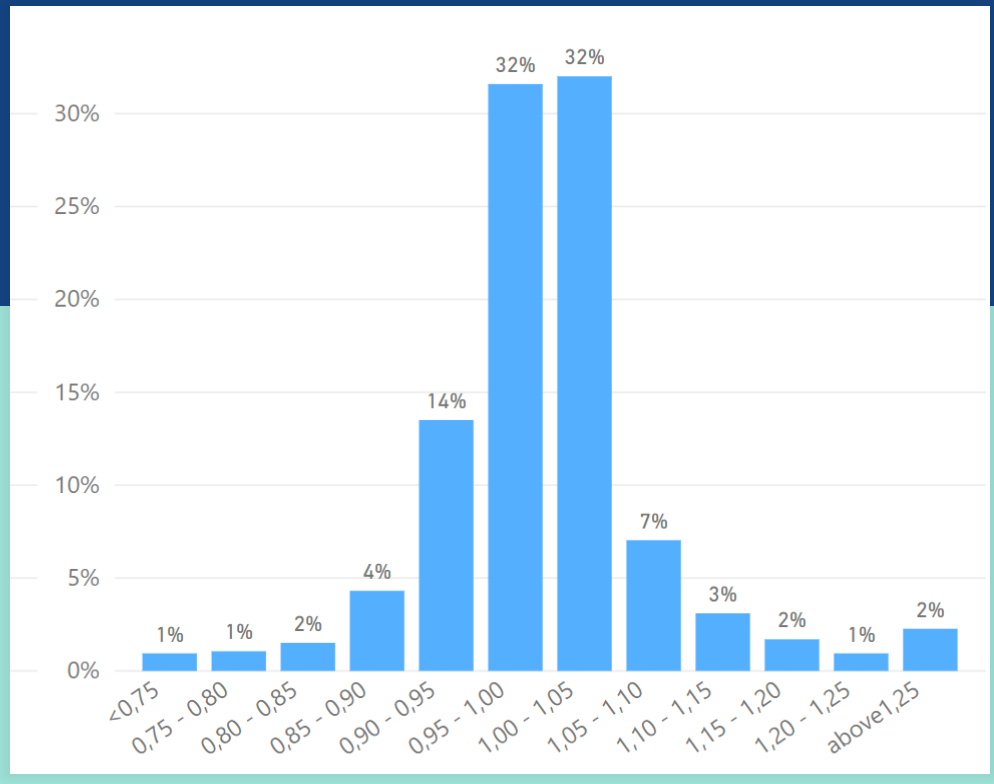
Appearances *are deceiving*

While being extra aggressive on primary orientation products (>300 Euro)

WINNING



LOSING

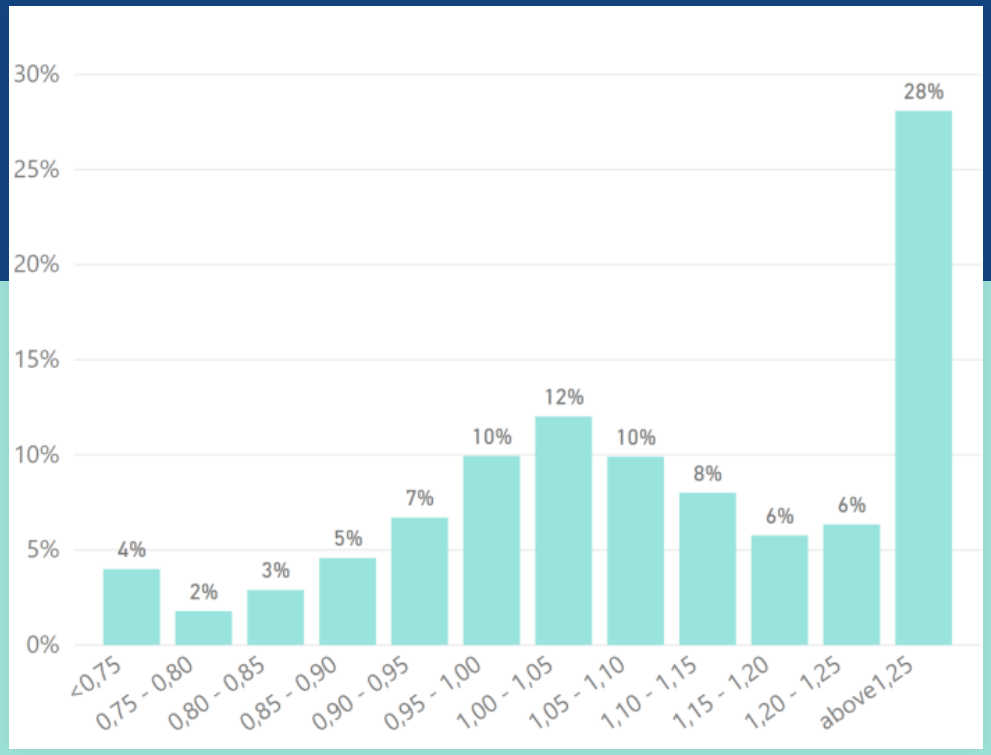


Source: Omnia & Twinkle data 2018

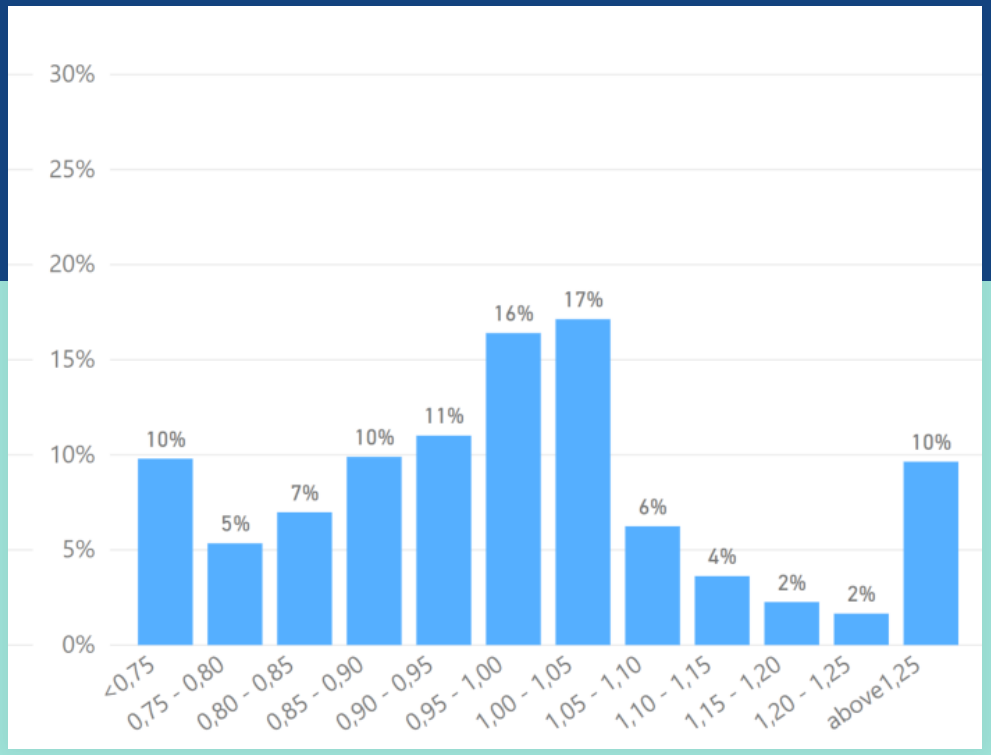
Appearances *are deceiving*

Winners use low price-point products to drive profit (<20 Euro)

WINNING



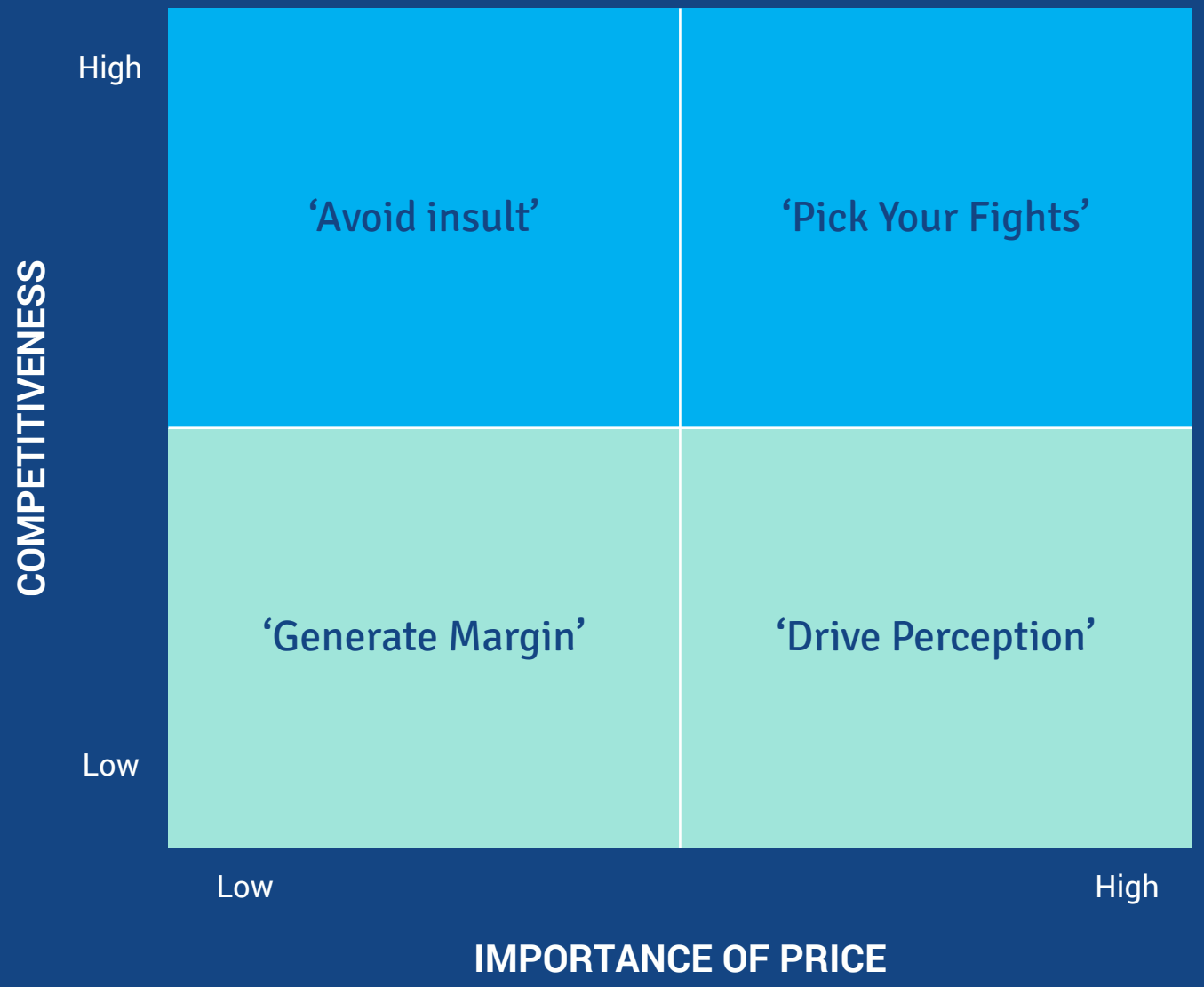
LOSING



Source: Omnia & Twinkle data 2018

Pricing strategies should result from *commercial strategy*

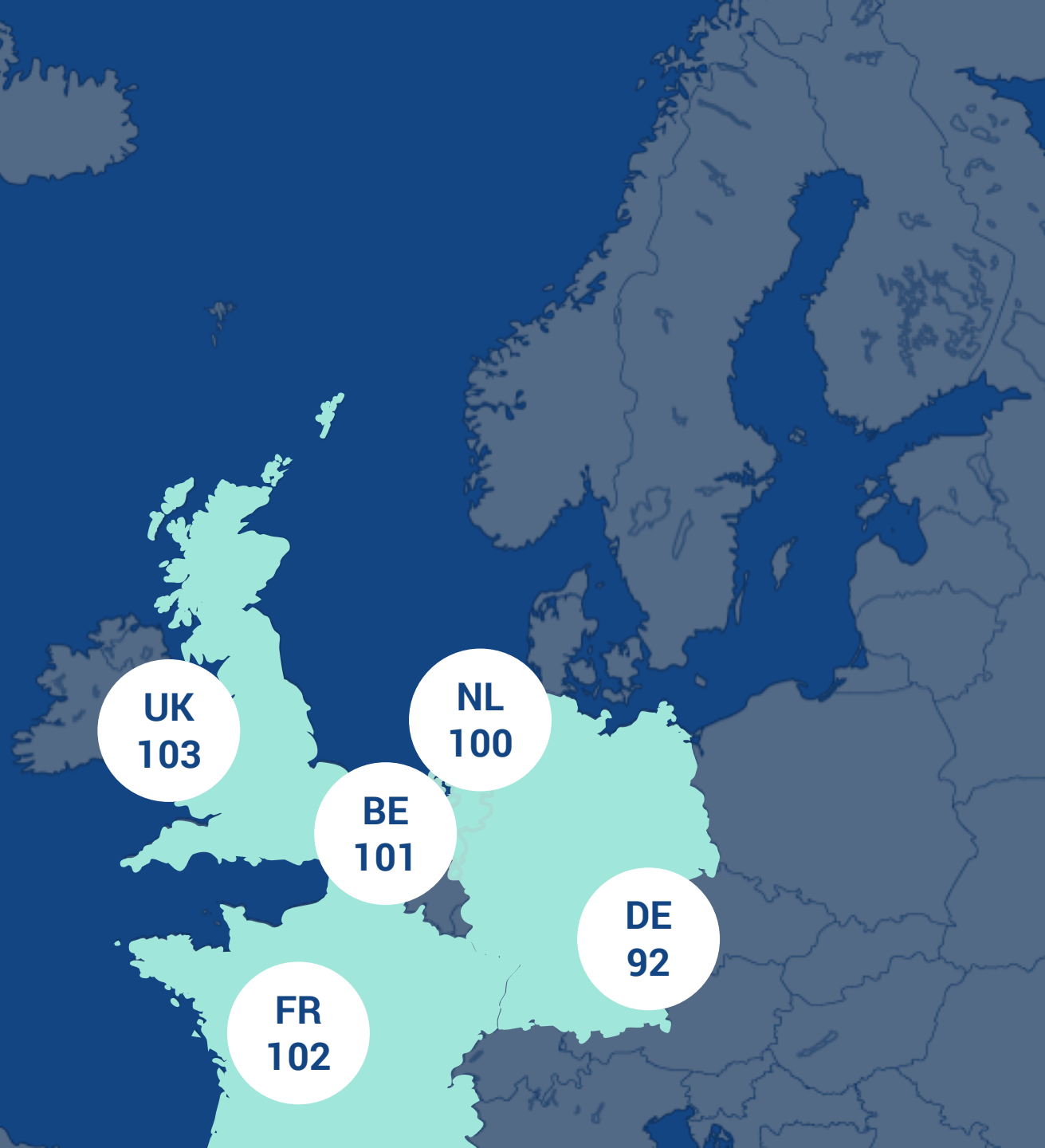
And be differentiated per category based on the role of that category



Source: EY / Parthenon

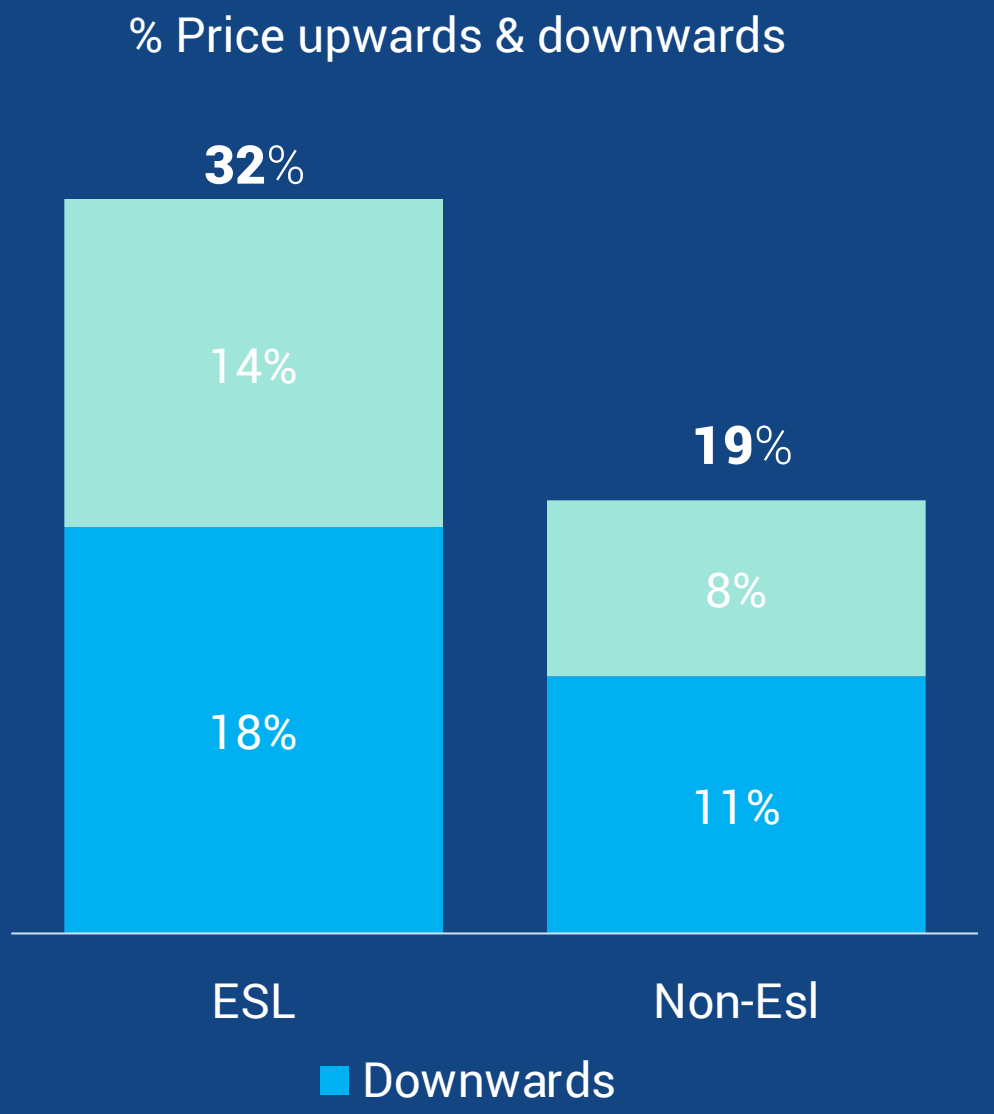
Markets differ *significantly* in pricing

Leverage this by localizing pricing per country



Pricing
best practices:

Omnichannel retailers with Electronic Shelf Labels (ESLs) are much better able to leverage the value of frequent price changes

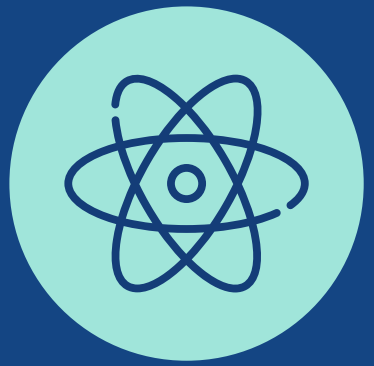


Source: Omnia data 2018

A digital assistant that supercharges your business with actionable insights and automated actions

Minimize time spent
in Omnia

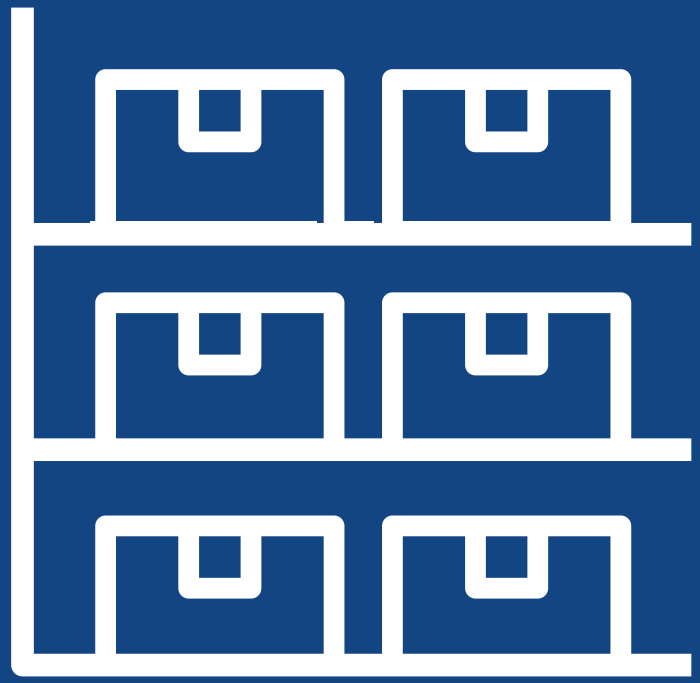
Minimize clicks
to act



Cross-domain

Based on current stock level a product is

likely to go out of stock soon



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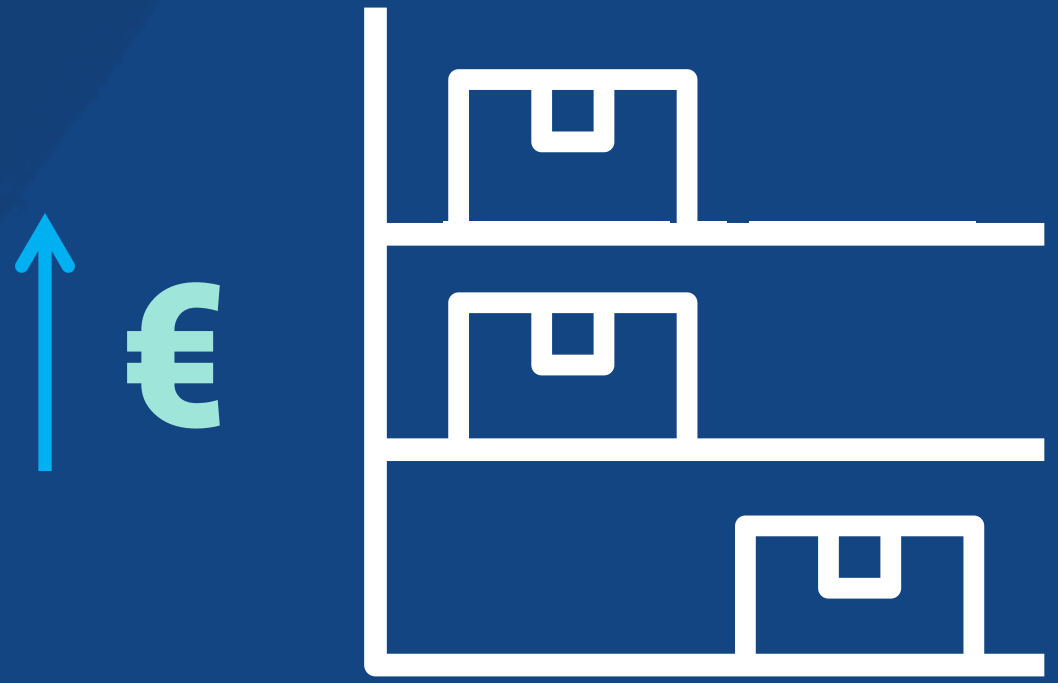

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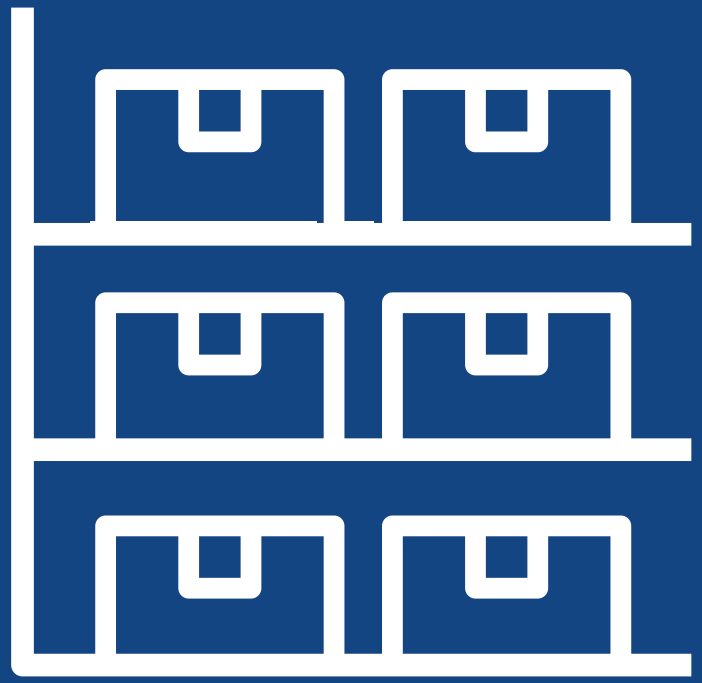
likely to go out of stock soon

= €



Next *up*

NATHAN JOHNSTONE

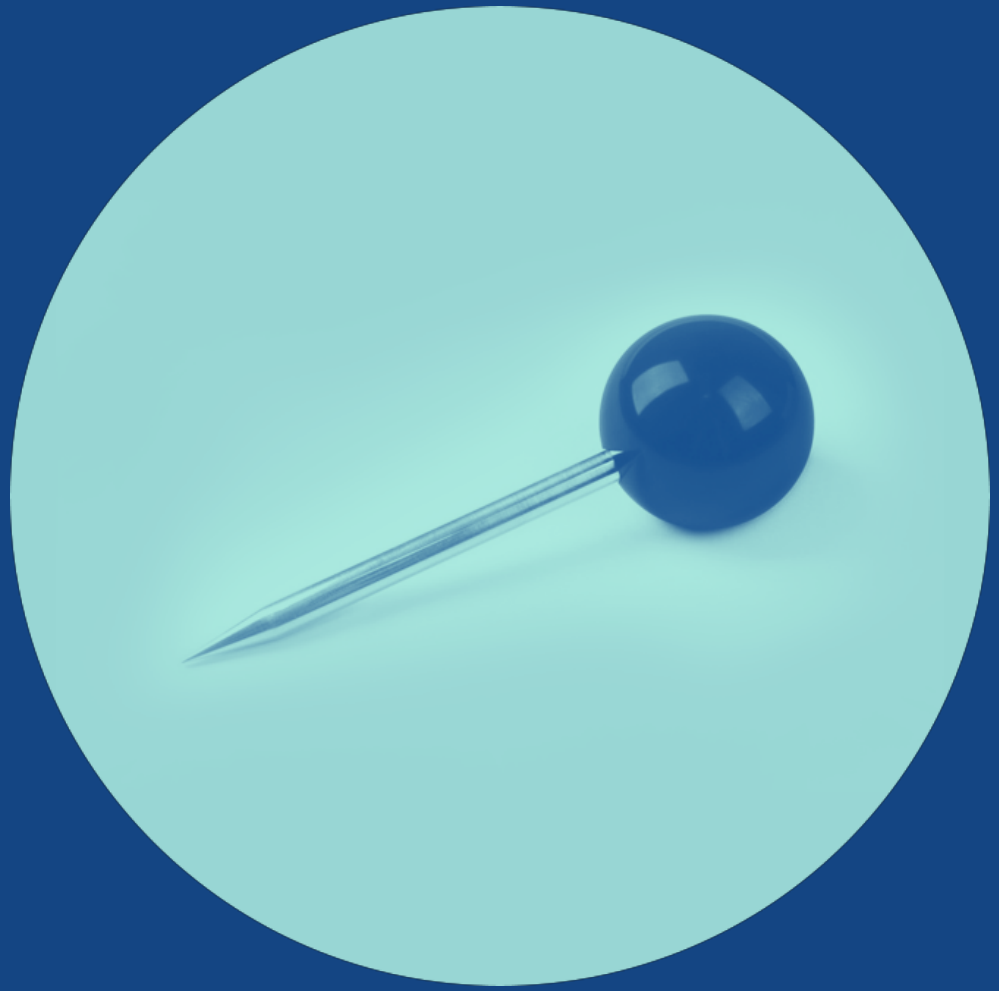
Omnia's Chief Architect

BEREND VAN NIEKERK

Omnia's Product Manager

Technical Talk

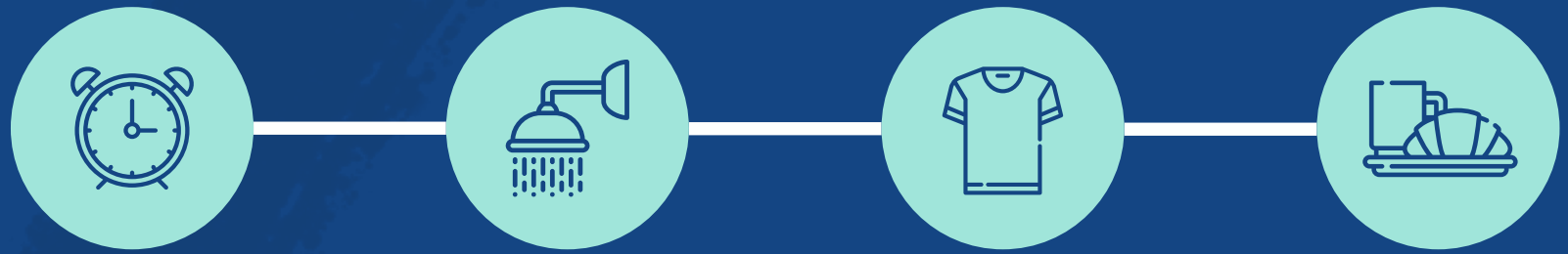
WITH NATHAN JOHNSTONE



AIG

Focus

Your *morning routine*



Our *morning routine*

6:00AM

VERGELIJK.NL

KIESKEURIG.NL

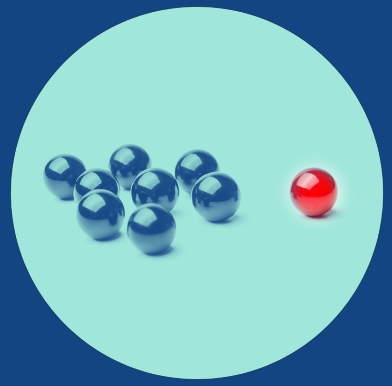
beslist.nl

23~ million

8.2~ million

50~ million

But wait! *There's more*



€

~20 MILLION

PRICING DATA
40 GB/DAY
PRICING DATA
1.2 TB/MONTH
MAERSK LINE

Observability
Scalability
Resilience
Agility

Observability

Scalability

Resiliency

Agility

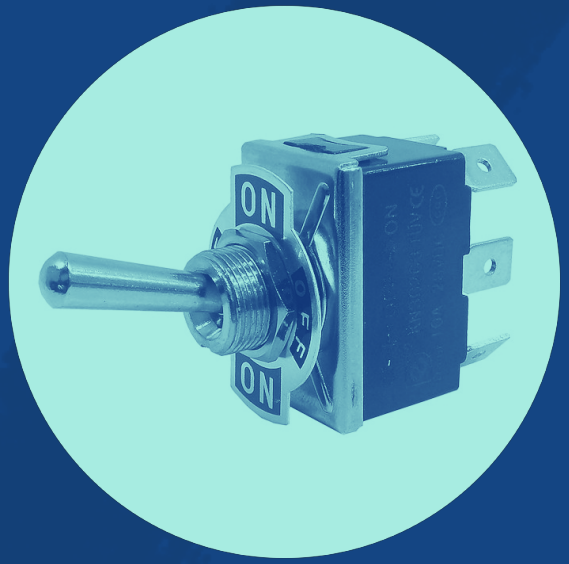
Omnia System *Future*

Omnia System *Observability*

Omnia System *Scalability*

Omnia System

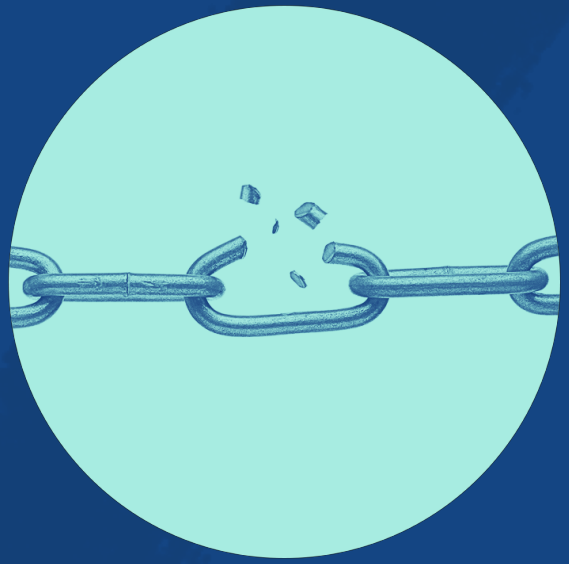
Resilience



Azure

Omnia System

Agility



Omnia System *Foundations*

Next *up*

BEREND VAN NIEKERK

Omnia's Product Manager

The Digital Assistant

WITH BEREND VAN NIEKERK

A digital assistant that supercharges your business with actionable insights and automated actions.

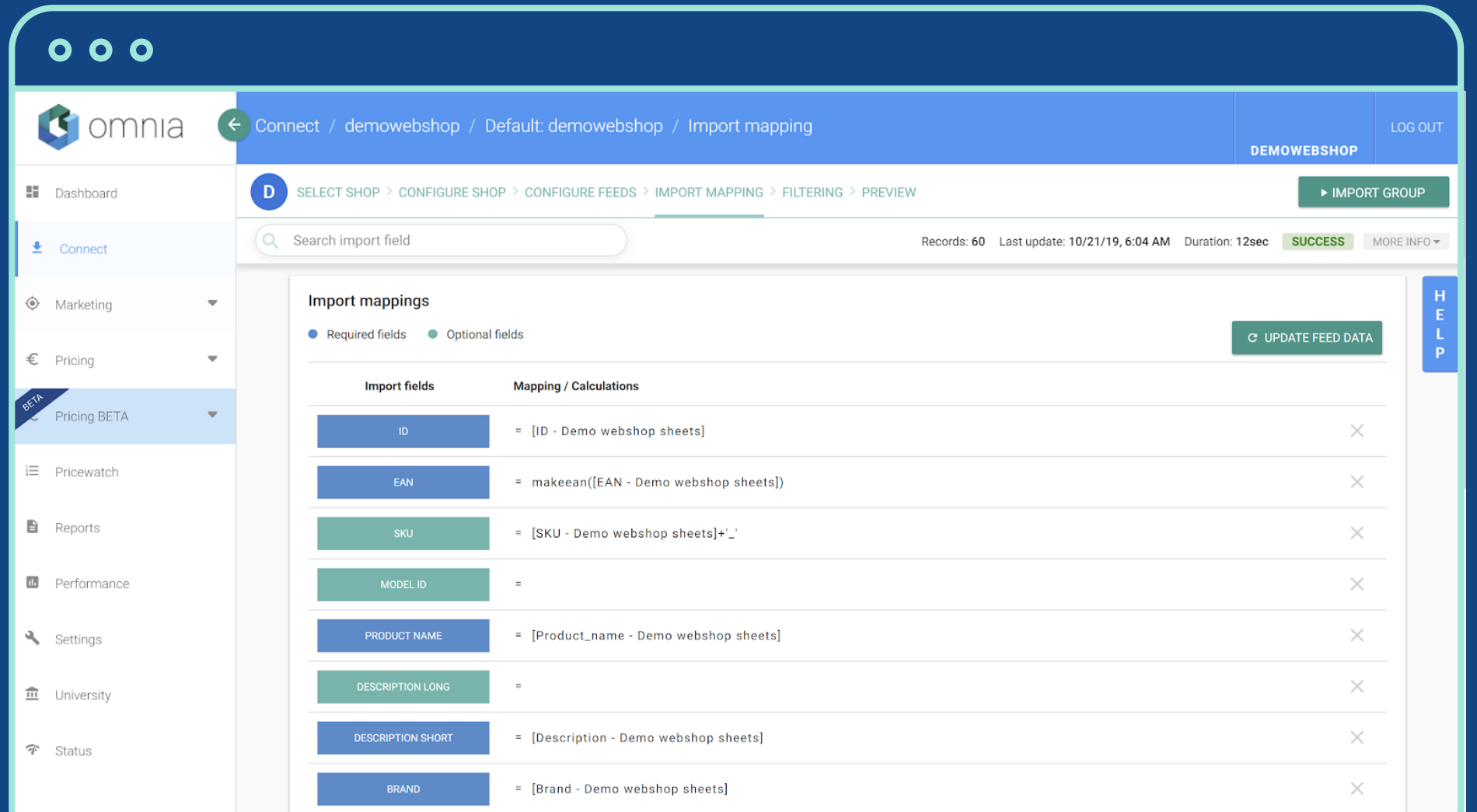
A digital assistant that supercharges your business with *actionable insights* **and** *automated actions*.

Automated
Actions

Data
Actions

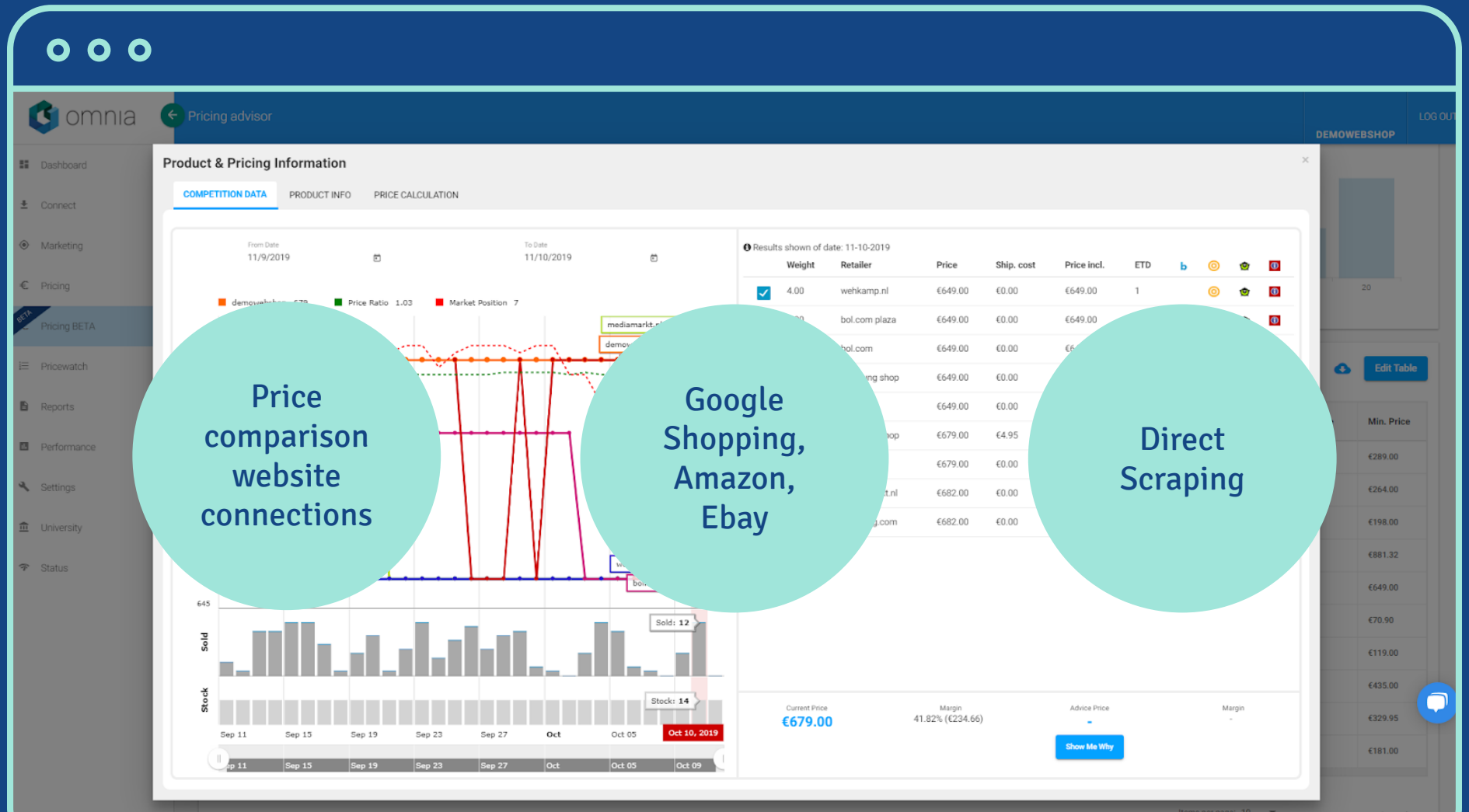
Internal data connections

Data → **Actions**



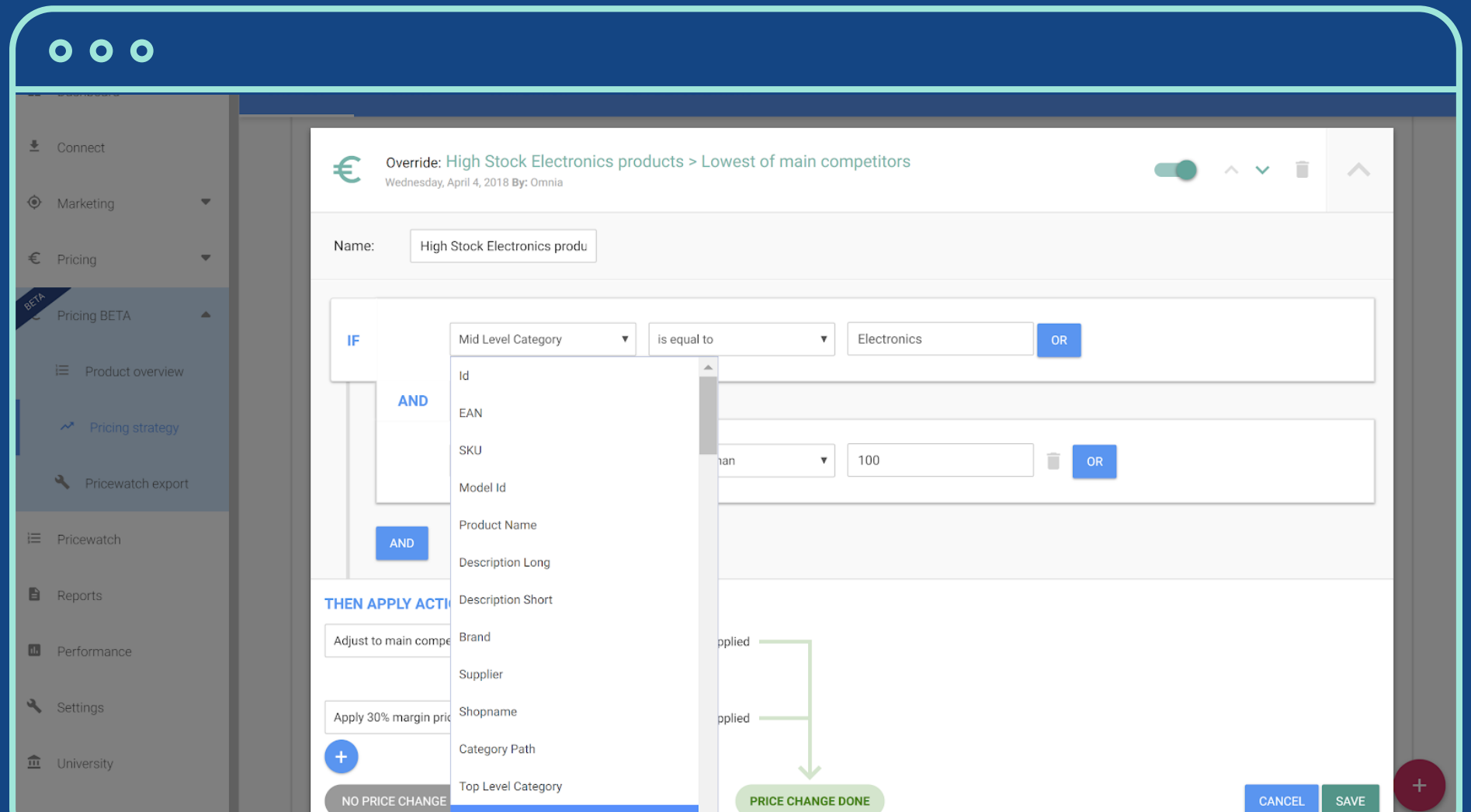
External data connections

Data → Actions



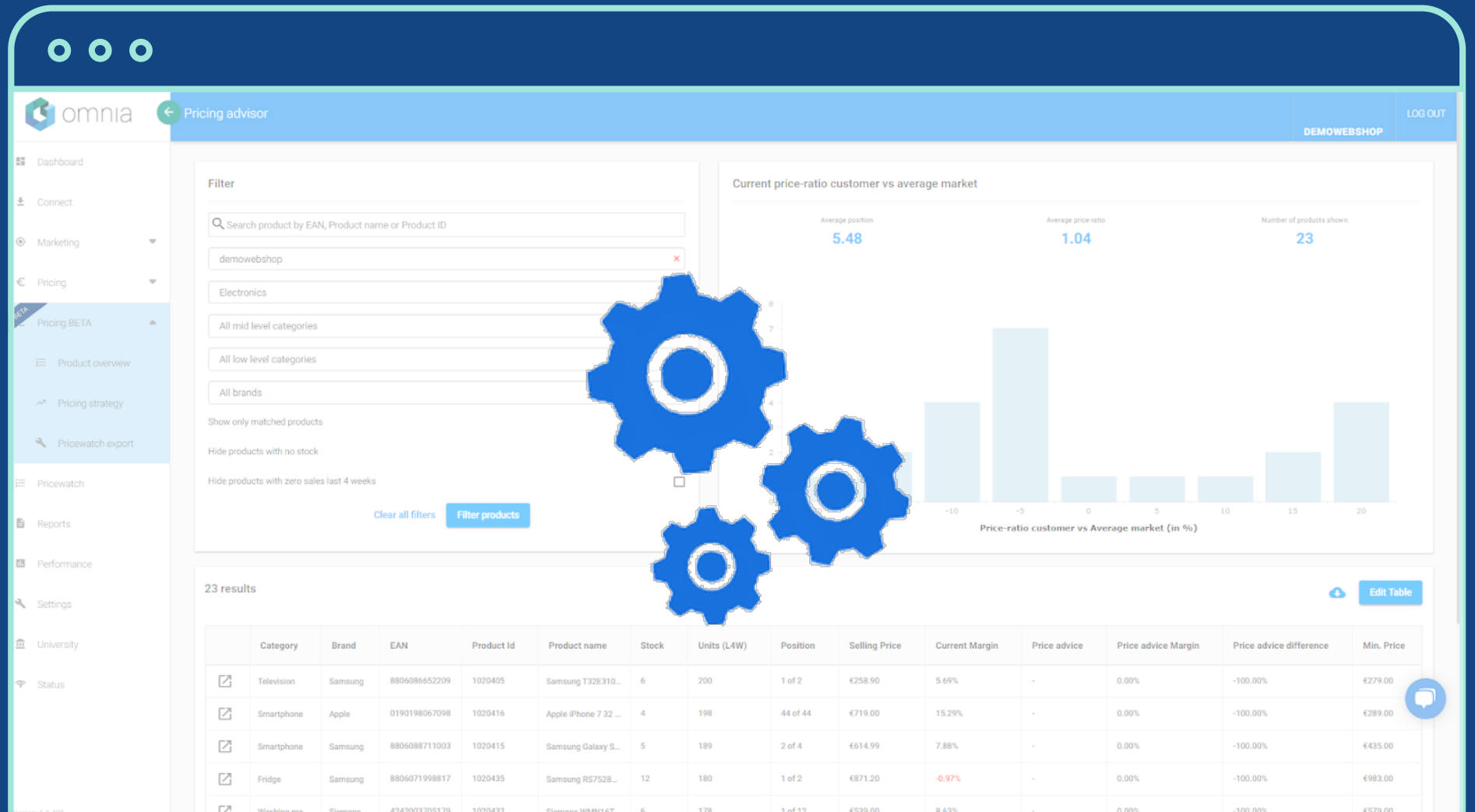
Commercial
Strategy

Data **Actions**



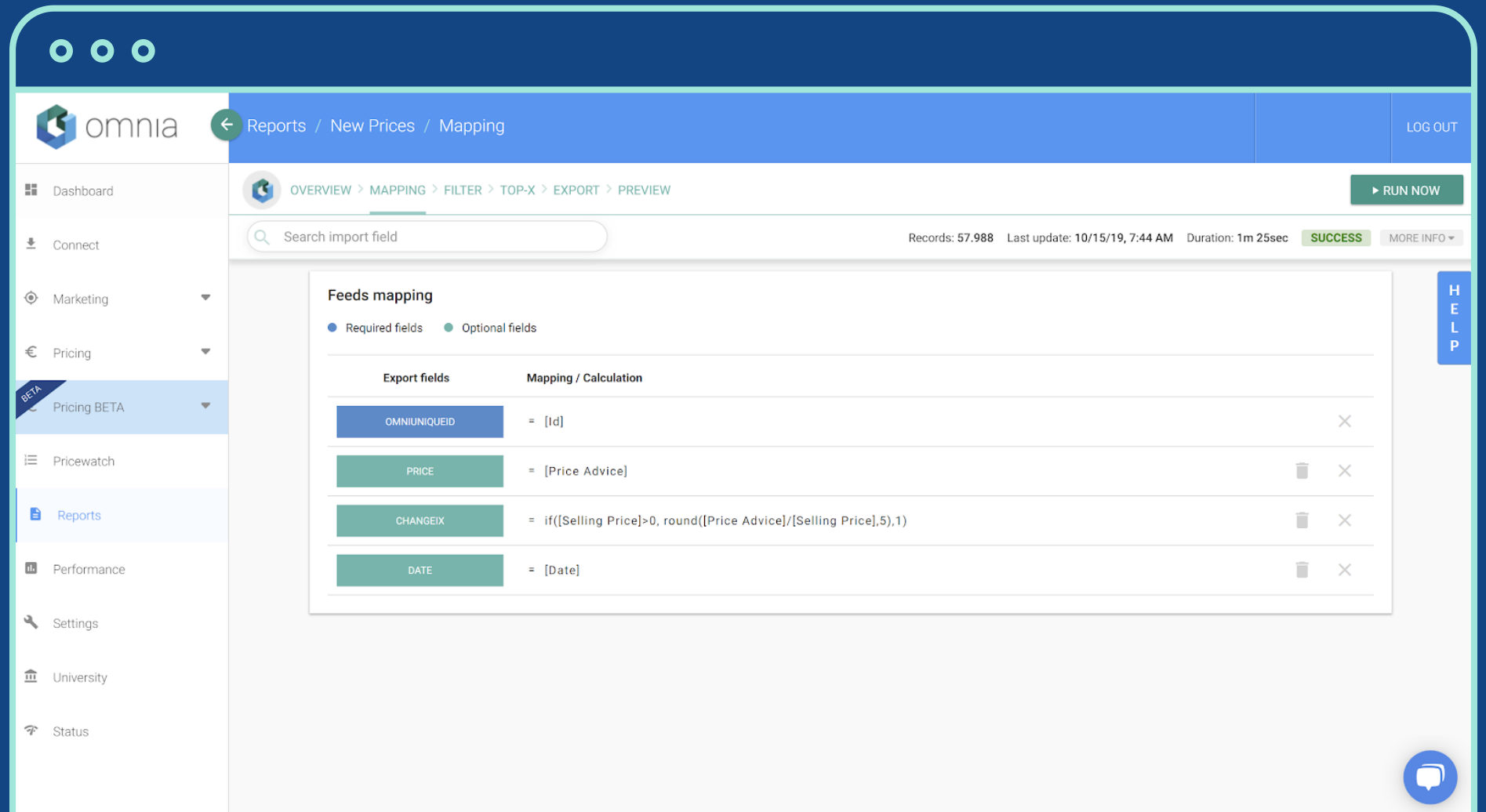
Perform all calculations

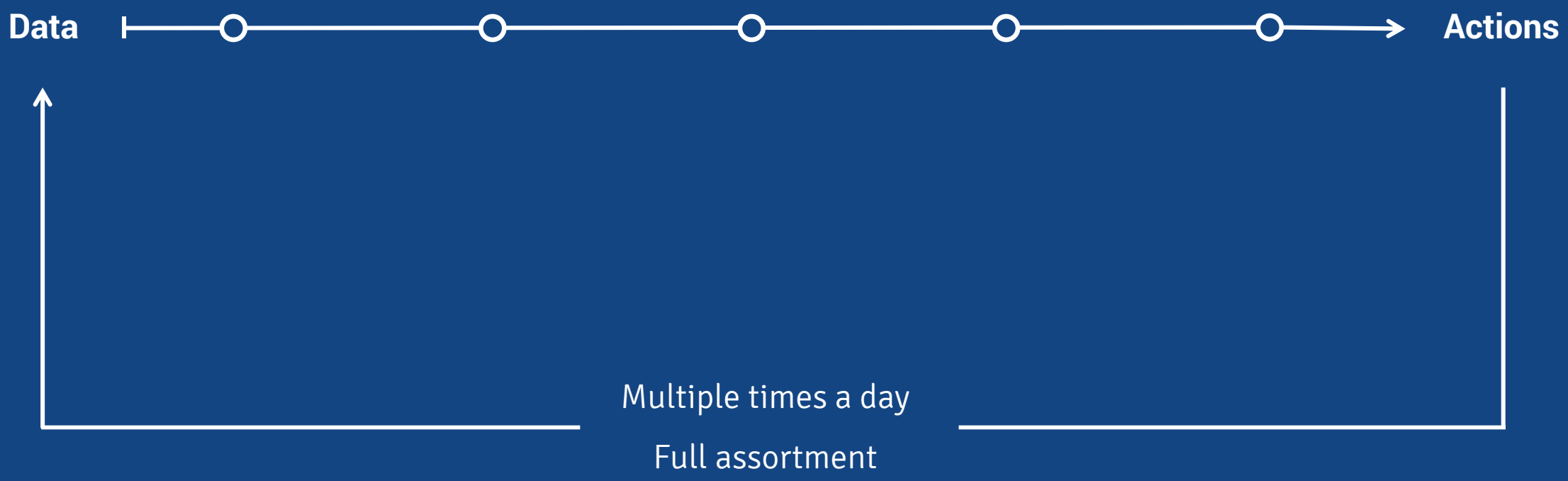
Data → **Actions**



Exports

Data → **Actions**




Data
Actions
Multiple times a day
Full assortment

A digital assistant that supercharges your business with *actionable insights* **and automated actions.**

Actionable **Insights**

USER MANAGEMENT

Understand the role of your user so you can tailor your message

DATA VISUALIZATION

Provide relevant insights to that role

PERSONALIZED UX

Enable that user to act upon that insight within a few click

User Management

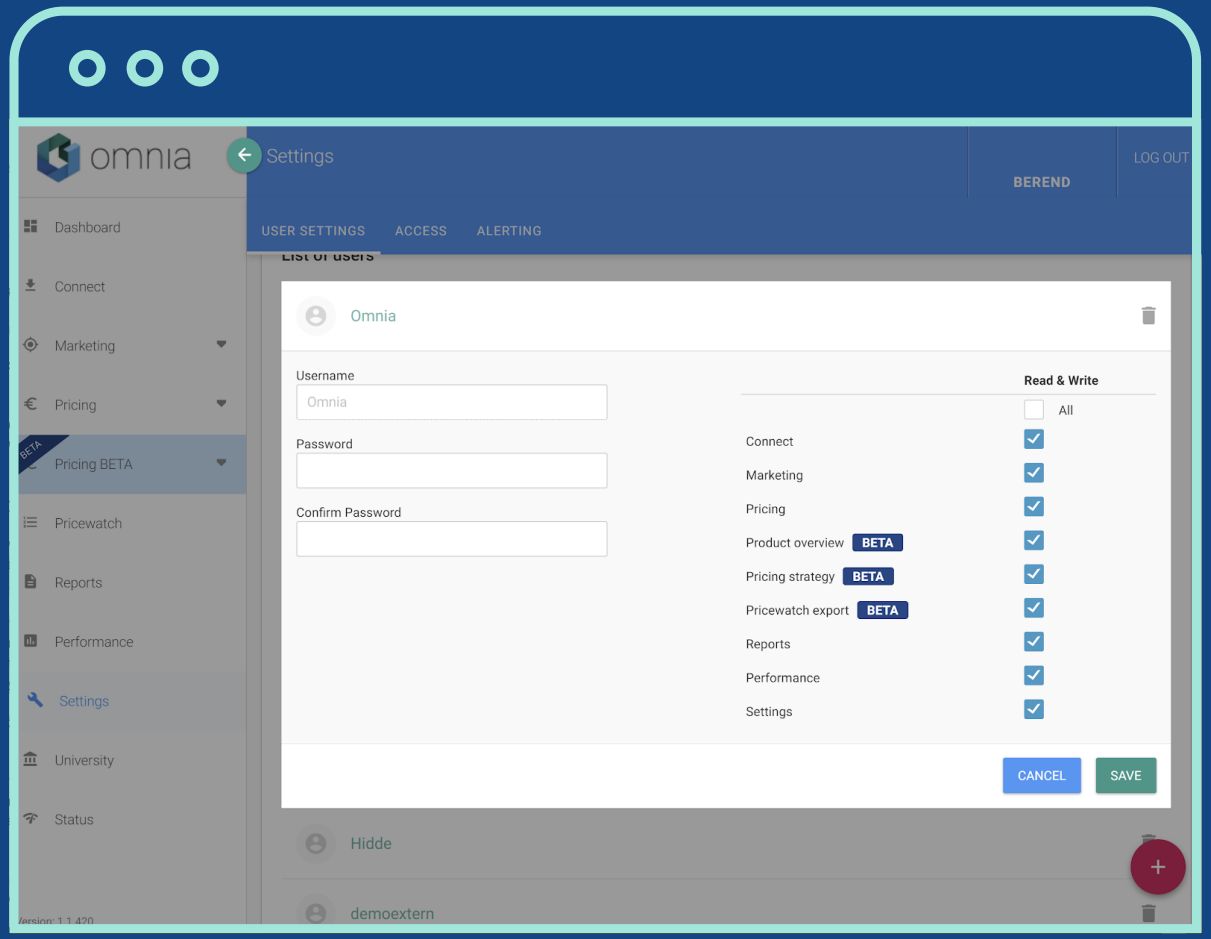
User
Management

01. Pricing access split

02. Multi-portal login

03. Identity management

04. Role based access control



User *Management*

01. Pricing access split

02. Multi-portal login

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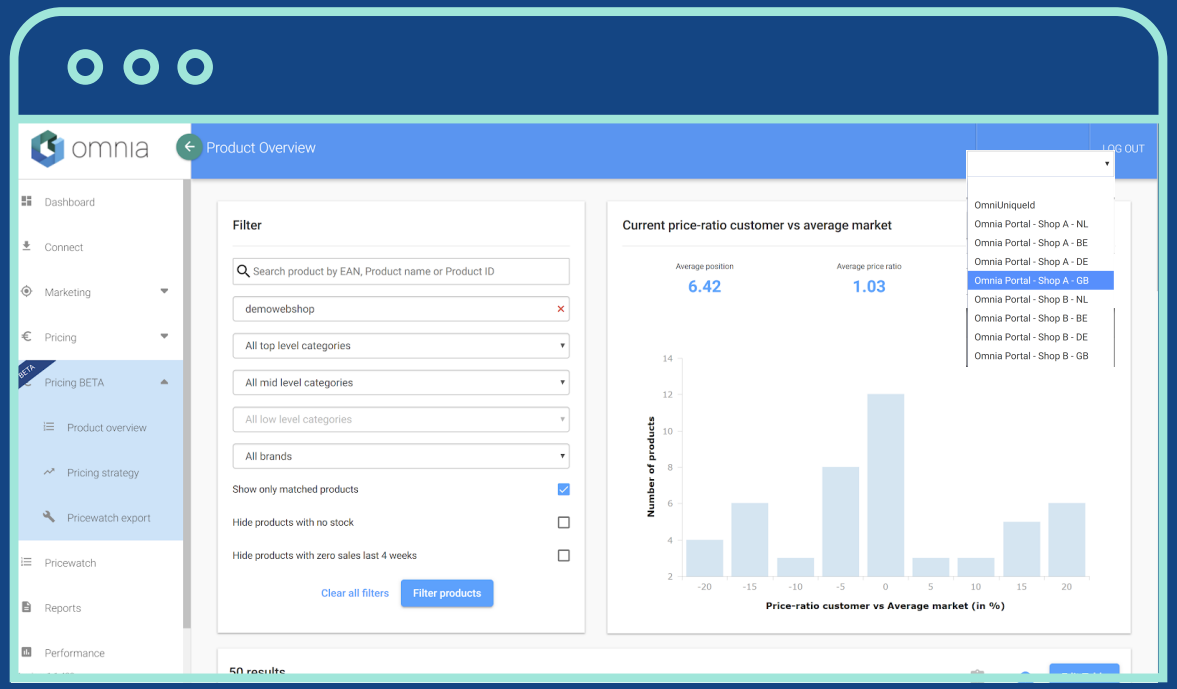

User
Management

01. Pricing access split

02. Multi-portal login

03. Identity management

04. Role based access control

Single Sign On (SSO)
+
Top level security features

User *Management*

01. Pricing access split

02. Multi-portal login

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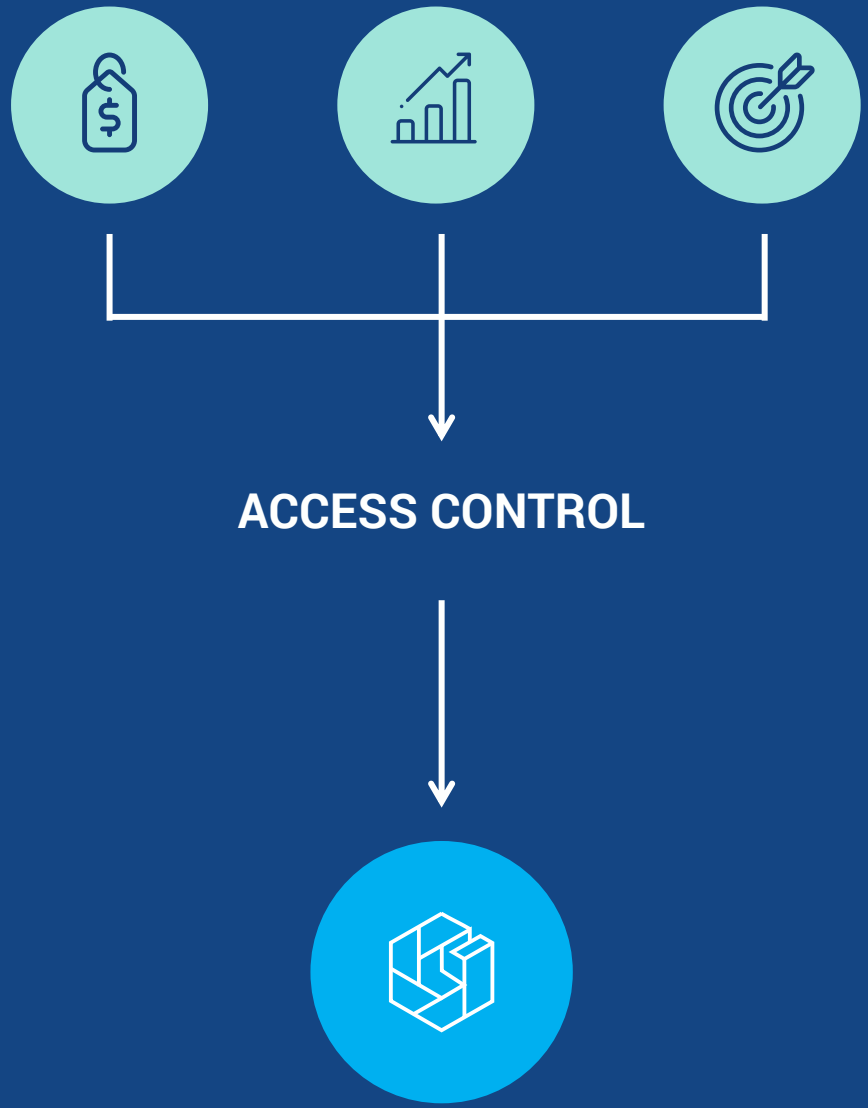

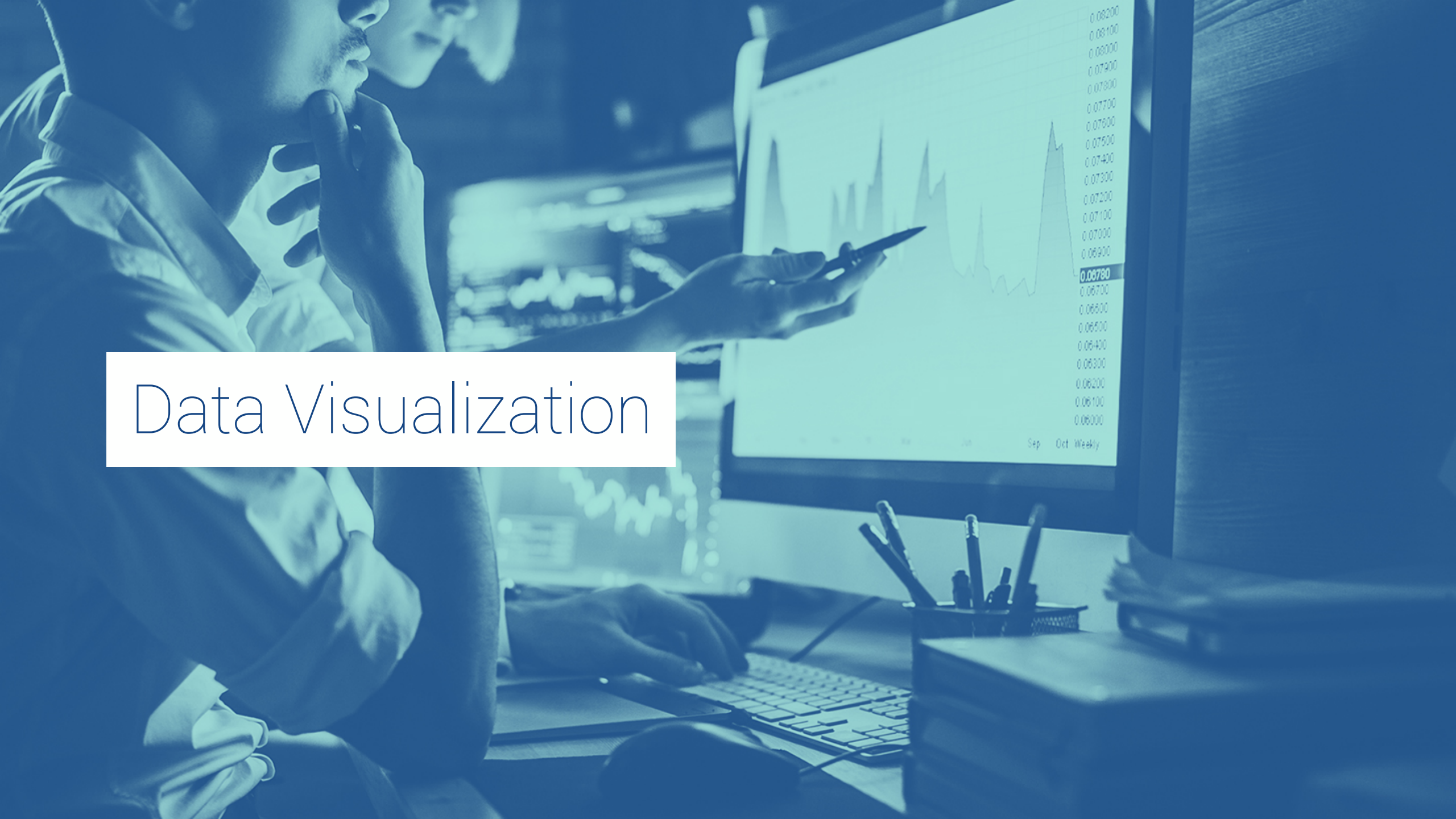
Data Visualization

Top lists of products

Aggregated insights

Comparable time periods

Personalized UX

INSIGHTS

ADJUST STRATEGY

Relevant

Minimal amount
of clicks

Relevant

Minimal *amount of clicks*

PRICING MANAGER

Foundations
Front-End
User
Management
Data
Visualization
Personalized
UX

Thank you!