

For Immediate Release

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Clear Demand featured in new Gartner research report on unified price, promotion and markdown optimization applications

SCOTTSDALE, Ariz.—March 31, 2016 — A new research report by Gartner Inc. (NYSE: IT) showcases the value and validity of unified price, promotion and optimization applications for retailers to advance their digital businesses. The report features Clear Demand’s omnichannel demand management solution.

“This new Gartner study is an excellent market guide for unified price, promotion and markdown optimization applications, presenting retail CIOs with timely insights into vendors and solutions, including our advanced approach,” said Jim Sills, Ph.D., chief executive officer at Clear Demand. “We’re proud to have worked with Gartner and Analyst Robert Hetu to demonstrate our differentiators.”

The Gartner report, “Market Guide for Unified Price, Promotion and Markdown Optimization Applications,” is [available online](#). The Gartner report states that retailers are challenged to extract margin, while retaining customers in an increasingly competitive pricing environment; with algorithmic unified price optimization being an opportunity for retail CIOs as they prepare for digital business. The report provides a market overview and 19 representative vendors, including Clear Demand.

Quotes from the report include:

1. “More than likely, the legacy pricing application cannot support frequent price changes across thousands of stores, multichannel synchronization, personalized offers, selection of the single best promotion out of a predetermined list, or many other creative concepts.”
2. “In the past, pricing optimization was in the domain of large Tier 1 retailers, but today, these solutions are deployed within Tier 1 to Tier 3 retailers and even small or midsize business (SMB) retailers in segments ranging from grocery to electronics to wholesale.”

“We reference the quotes above to illustrate two important points: retail has changed so dramatically that a new approach is required; and retail price optimization is now more accessible than ever to retailers of all sizes,” said Sills. “Clear Demand was founded to drive the advancement and sophistication of retail price optimization, in support of both these fundamental retail industry shifts.”

Clear Demand offers pricing, promotion and markdown software modules and services that help retailers decide what offers, products and channels will drive traffic and grow retail margins, with each module available separately or as an integrated component of the firm’s lifecycle pricing suite.

About Clear Demand

Clear Demand, based in Scottsdale, is the leading provider of omnichannel demand management software and services for retailers requiring an integrated strategy for product, pricing and channel decisions. Its SaaS-based solutions improve and advance omnichannel retail operations and performance. For more information, visit <http://www.cleardemand.com> or send e-mail to info@cleardemand.com.