

Clear Demand incorporates Tableau's Server product to enhance Pricing and Promotions solutions

Combined solution will provide Clear Demand customers with improved data visualization capabilities

Scottsdale, AZ – (December 27, 2017) – Clear Demand, the leading innovator in retail Pricing and Promotion solutions, announced that it will expand its integration with Tableau Software's Server product. This combined offering will provide additional data visualization and analysis capabilities to its customers currently leveraging the Clear Demand Pricing, Promotion, and Markdown solutions.

The move brings powerful new visualization and dashboard capabilities to retailers seeking to optimize pricing and merchandising strategies. According to Art Klebanov, VP of Professional Services "We constantly strive to ensure that users of the Clear Demand suite of solutions are equipped with tools that are most effective for leveraging the information within our Big Data solution. They can now use Tableau's intuitive drag and drop functionality to create advanced dashboards within Clear Demand. Tableau data visualization provides users with the ability to clearly convey the insights uncovered through our product."

A growing concern for retailers is the challenge of navigating and mining an ever-increasing amount of retail data. Art added, "Our users ask us for reports or exception-based alerts that surface the problems and opportunities in a prioritized fashion." Many customers use these reports to maintain a better grasp of core challenges such as lost margin, KVI analysis, or harm to price image.

Clear Demand has cultivated a strategic partner network with the goal of creating an ecosystem that brings together best of breed solutions for Pricing and Promotions. In the case of Tableau, it enables users to visualize the powerful insights and analytics driven by the Clear Demand solution set. Current customers, already using Tableau, cite the dashboards as a strong differentiator within Clear Demand's solutions. The expanded integration will be available immediately and will enable users to customize their dashboards and leverage the full benefits of Tableau Server.

About Clear Demand

Clear Demand is the first company to deliver an omni-channel lifecycle pricing solution for retailers that synchronizes prices, promotions, and markdowns online and in-store to produce a consistent brand and shopping experience. Clear Demand uses its patented science that analyzes historical sales to understand shoppers' sensitivity to price and generate price and promotion strategies that account for pricing rules, cost changes, and competitor prices to achieve profit and revenue goals. Architected on big data and delivered as a software-as-a-service (SaaS), Clear Demand's Intelligent Price Maintenance and Optimization (IPMO) solution can be administered from a public or private cloud. Clear Demand's innovations in retail science simplify adoption and use, while allowing retailers to see value in just weeks with more transparency and minimal disruption to existing business. For more information, visit www.cleardemand.com.

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