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## **Clear Demand Introduces Rules-Based Pricing Solution with Breakthrough Transparency**

SCOTTSDALE, AZ. — September 4, 2012 — Clear Demand announced the release of its ClearPrice solution for base price optimization. "We conducted extensive market research to learn what retailers value in price optimization," said Clear Demand President and CEO James A. Sills, Ph.D. "Retailers want to see their opportunity for increased profits and revenue in a strategy dashboard. They want confidence that the predicted gains will be realized. They want the price recommendations to follow their business rules, but they don't have time to micro-manage the specification of business rules for every item in their assortment."

"This is where our science delivers greater value," stated Chief Scientist Adam Rosenberg, Ph.D. "We came up with a way to scientifically reverse engineer the retailer's pricing rules. This makes the technology much easier to consume. In addition we deliver full transparency into what is driving the price change."

"We've taken the product on a road show to retailers and the response has been outstanding," according to James A. Sills. "The Director of Pricing at a \$12 billion discount retailer said 'You nailed it.' A large hardlines retailer said, 'This is a game changer.' Finally a large grocery retailer said 'You are in a different galaxy from your competition.' "

### **About Clear Demand**

Clear Demand is the first company to deliver an omni-channel retail pricing solution which synchronizes prices, promotions and markdowns online and in-store to produce a consistent brand and shopping experience. Architected on big data and delivered as a multi-tenant software-as-a-service (SaaS), Clear Demand's pricing solutions can be administered from a public or private cloud. Clear Demand's rules-based pricing approach uses innovations which 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 contact [sales@Clear-Demand.com](mailto:sales@Clear-Demand.com) or visit us on the web at <http://Clear-Demand.com>.