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Clear Demand hires Drew Zlotoff as vice president of software development to support growth of OmniChannel Demand Management (ODM)

Former director of e-commerce for EddieBauer.com extends emerging ODM retail approach

SCOTTSDALE, Ariz.—Oct. 22, 2014—Clear Demand, a leader in defining and delivering a more precise and practical approach to omnichannel retail operations among retailers, has hired Drew Zlotoff as its vice president of software development. Zlotoff is the former director of e-commerce for EddieBauer.com, a proven leader in omnichannel excellence.

"Drew adds extensive experience to our focus on showing retailers how to optimize their omnichannel retail investments and operations," said Jim Sills, Clear Demand president and chief executive officer. "His arrival deepens our company's expertise for helping retailers enhance their omnichannel retail pricing strategy and is consistent with our commitment to building a center for retail excellence."

Clear Demand is advancing a new category of technologies and services called OmniChannel Demand Management (ODM) that delivers rich and deep merchandising intelligence. ODM leverages the growing volume of consumer and competitive pricing data collected by retailers. Clear Demand's retail science and approach are more rigorous with merchandise intelligence and demand analysis, which combine:

- traditional price elasticity for retailers' own-products
- competitive cross- elasticity with competitors' products
- substitution effects from a retailers' own-assortment, across channels
- discrete demand impacts associated with own-product attributes

These integrate with evolved price optimization within a big data analytics platform and represent a more rigorous approach for demand forecasting and analysis, and delivering precise competitive intelligence with which to plan assortments, prices and promotions - across channels. Some of Clear Demand's omnichannel retail software and services include a "Competitive Price Demand Model" for measuring cross-competitive price pressure and an "Enterprise Attribution Platform" for assessing the value associated with each attribute on the path to purchase; automating pricing; and alerting merchants on sensitive items.

"Joining Clear Demand provides the opportunity and challenge to demonstrate that the omnichannel transformation among retailers isn't simply 'something that has to be done,' to 'we can be more consistent, effective and financially successful,'" said Zlotoff.

About Clear Demand

Clear Demand serves global retailers with software and services that improve and advance omnichannel retail operations. Clear Demand's OmniChannel Demand Management (ODM) solutions leverage big data and software-as-a-service (SaaS) platform to help retailers compete more effectively. For more information about ODM, visit www.cleardemand.com, or see "Competitive Pricing in OmniChannel Retail. What Are You Missing?" and a video, "Retail Competitive Pricing: Avoid Pricing Pitfalls." Clear Demand, based in Scottsdale, Ariz., is privately held and may be reached at info@cleardemand.com.

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