

For Immediate Release

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Nov. 20 webinar introduces retailers to latest trends, innovations in omnichannel excellence

Clear Demand introduces, details the latest in OmniChannel Demand Management (ODM) with “Pricing in an OmniChannel World: A Retailer’s Survival Kit” webinar

SCOTTSDALE, Ariz.—Nov. 18, 2014—At 3 p.m. CST this Thursday, Nov. 20, Clear Demand leads a free 30-minute webinar that introduces retailers to Omnichannel Demand Management, an evolutionary and more precise approach that leverages competitor, consumer, product and sales information across all channels. [Retailers can register online.](#)

“We’re presenting an omnichannel outlook that extends the typical solution and story that retailers hear day in and day out,” said Jim Sills, Ph.D., president of Clear Demand. “Omnichannel Demand Management extends what is known about omnichannel retailing to a more precise, advanced approach.”

Omnichannel Demand Management (ODM) delivers rich and deep merchandising intelligence. ODM leverages the growing volume of consumer and competitive pricing data collected by retailers and integrates with evolved price optimization within a big data analytics platform.

In 30 minutes, retailers will discover:

- The latest insights into retail’s quest to conquer and capitalize on omnichannel opportunities
- Today’s omnichannel approach is obsolete, so what’s next?
- The ins and outs of a more advanced omnichannel approach called ODM

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 inside a software-as-a-service (SaaS) platform in order 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.