



Collect high-quality market data and make intelligent pricing decisions



VantageView, Vistex's Market Analysis Platform, combines Digital Shelf Analytics and Competitor Price Monitoring. It structures and links terabytes of global market data about products, places, prices, and promotions so you can better position your products in all distribution channels.



Analyze Assortments



Promotions



Prices



Consumer Behavior

With unparalleled intelligent matching technology, VantageView provides you with access to ready-to-use dashboards, daily updated data and seamless integration with Vistex enterprise software suites – both Solutions for SAP and Cloud Solutions for any ERP.



Digital Shelf Analytics

- ✓ Explore competitor assortments, prices and promotions online
- ✓ Access ready-to-use data sets with price histories
- ✓ Create customized market views
- ✓ Review dashboard and trend reports
- ✓ Map thousands of product categories not limited by language or currency



Competitor Price Monitoring

- ✓ Monitor your competitors' price offers online
- ✓ Obtain daily updates on prices and availability
- ✓ Match your SKUs with competitor offers automatically – see prices and evaluate how competitive your prices are
- ✓ Align internal product data with thousands of competitor SKUs daily
- ✓ Gather highly accurate results not limited by language or currency
- ✓ Understand competitor assortments
- ✓ Access dashboard and trend reports
- ✓ Integrate seamlessly with Vistex pricing solution

Analyze Assortments, Promotions, Prices and Consumer Behavior

VantageView provides ready-to-use dashboards, daily updated data and recognizes deviated names, images and product descriptions.

Advanced Analytics

A scalable Market Analysis Platform combines the power of Vistex analytics with external big data, providing access to real-time insights by leveraging Artificial Intelligence.

End-to-end Pricing Approach

Seamless integration with other Vistex solutions enables easy and reliable use of competitor prices for strategic and dynamic pricing as well as for promotion and product planning.

With VantageView, clear and comprehensive visibility is possible so you can optimize marketing and sales strategies to meet your revenue targets.

Online Channel Director

Making decisions with limited and outdated information is a daily challenge. Visibility into competitor strategies will help you formulate more effective plans for new product distribution and achievement of sales objectives.



Consumer Products



Retail

With VantageView, you'll have:

- ✓ A clear, daily, and up-to-date understanding of channel performance.
- ✓ Complete visibility into all competitor activities and strategies within the channel.
- ✓ Comprehensive visibility into trends and performance related to price, promotion and assortment.
- ✓ The ability to detect market white spaces and have a full view of the evolution of new product launches.

Pricing Manager

Grappling with the inefficiencies of manual data collection can hinder your ability to respond promptly to market shifts including the detection of competitive price changes. This complexity complicates strategic pricing decisions.



Consumer Products



Retail



Wholesale Distribution

With VantageView, you'll have:

- ✓ Daily and automatic data collection of prices for the entire market.
- ✓ Clear positioning between your pricing and the competition.
- ✓ Complete visibility of the price ladders for all competitors of each retailer.
- ✓ The ability to adapt prices and exploit your customers' willingness to pay.

Deployment options

An end-to-end solution that works with your business environment:



Standalone



On-Premise



In Cloud



Hybrid

► Schedule a demo

Visit www.vistex.com/market-analysis to discover more about VantageView by Vistex and schedule a demo with our experts.