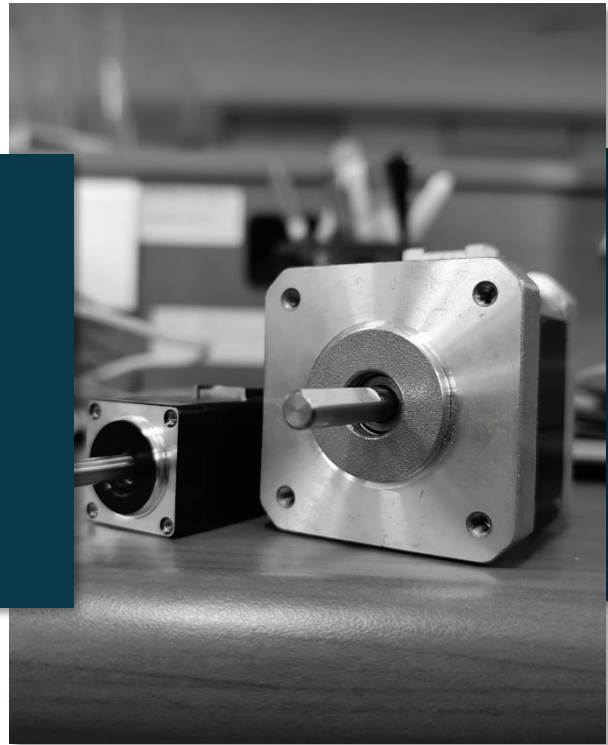


Case Study



INDUSTRY:

High tech industry

ENTERPRISE:

Leading provider in a specialised field of the manufacturing industry

GOAL:

Develop competitive pricing
Accelerate the pricing process

From Manual to Automated: A Pricing Transformation Journey

A leading company in the high-tech industry faced the challenge of optimising its pricing strategy in an increasingly competitive market. With an extensive product portfolio of over 1,700 items, the previous manual pricing approach was not only time-consuming but also prone to errors. Competitor prices had to be individually researched on their websites and manually compared. This lack of transparency regarding market movements, competitors' pricing strategies, and the company's own market position resulted in valuable time being wasted and an insufficient data foundation for informed decision-making.

The introduction of **copio** and **rupio** brought a revolutionary change. With **copio**, competitor prices were automated through crawling, providing an extensive market overview for the first time. At the same time, the company began categorising and structuring its own data. This improved data foundation became the basis for implementing **rupio**, where data-driven pricing rules were defined to generate transparent, automated, and competitive price proposals.

The transformation resulted in a drastic reduction in time spent and a significant improvement in market position — a true breakthrough for the company.

COURSE OF COLLABORATION

- **Challenge**

Before partnering with oraya, the company relied on manual competitor checks and intuition to price their products. Each adjustment required visiting individual competitor websites, comparing prices manually, and making decisions without clear market insight. With a catalog exceeding 1,700 core products, this process was not only time-consuming but also prone to inconsistency. Additionally, their internal data was fragmented, making systematic pricing nearly impossible.

- **Consequences**

Inefficient workflows led to slow updates, leaving the company unable to match competitors' strategies and adapt to market changes promptly.

- **Solution**

By integrating **copio** for competitor price crawling and product categorisation, the company established a data-driven foundation. The transition to **rupio** enabled automated, rule-based pricing, ensuring accurate and competitive pricing decisions validated by robust checks.

CONCLUSION

The transformation has redefined the company's pricing strategy. With detailed insights from **copio** and the automation of complex pricing rules through **rupio**, a previously cumbersome process has been transformed into an efficient, transparent workflow. The time spent on pricing has been drastically reduced, giving the team more space for strategic decision-making. With API integration and automated validations, the company is now positioned as a leader and is highly competitive.

Do you lack visibility into your competitors' prices and set your prices based on intuition? Do you feel that this leads to low margins or poor sales? At oraya, we bring transparency to your pricing: With **copio**, you gain a clear view of the market and the current pricing landscape of your competition. Combined with **rupio**, you can calculate automated, margin-optimized, and competitive prices based on this data – quickly, precisely, and with full transparency.

End the guesswork in your pricing and take your pricing strategy to the next level!

RESULTATE

Price calculation within minutes and not weeks

Transparent and informed pricing

Data driven decisions