



PITOBI

price to business

Multi dimension competition pricing analyser

Effective pricing is key to maximise
your occupancy rate & product margin

While cost control is in your hands
... competition monitoring & price management
has become your nightmare



PITOBI
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brings you the solution

Define your price parameters ... we can consider them all



Tourism



Cruises



Medical, Healthcare



Finance, Insurance

Destination	Marrakech	Agadir
Departure date	Vacation	Low rate period
Departure airport	Dusseldorf	Köln
Duration	1 week	5 days
Nbr of people	2	2
Extras	All included	Breakfast only
Etc.	- - -	- - -

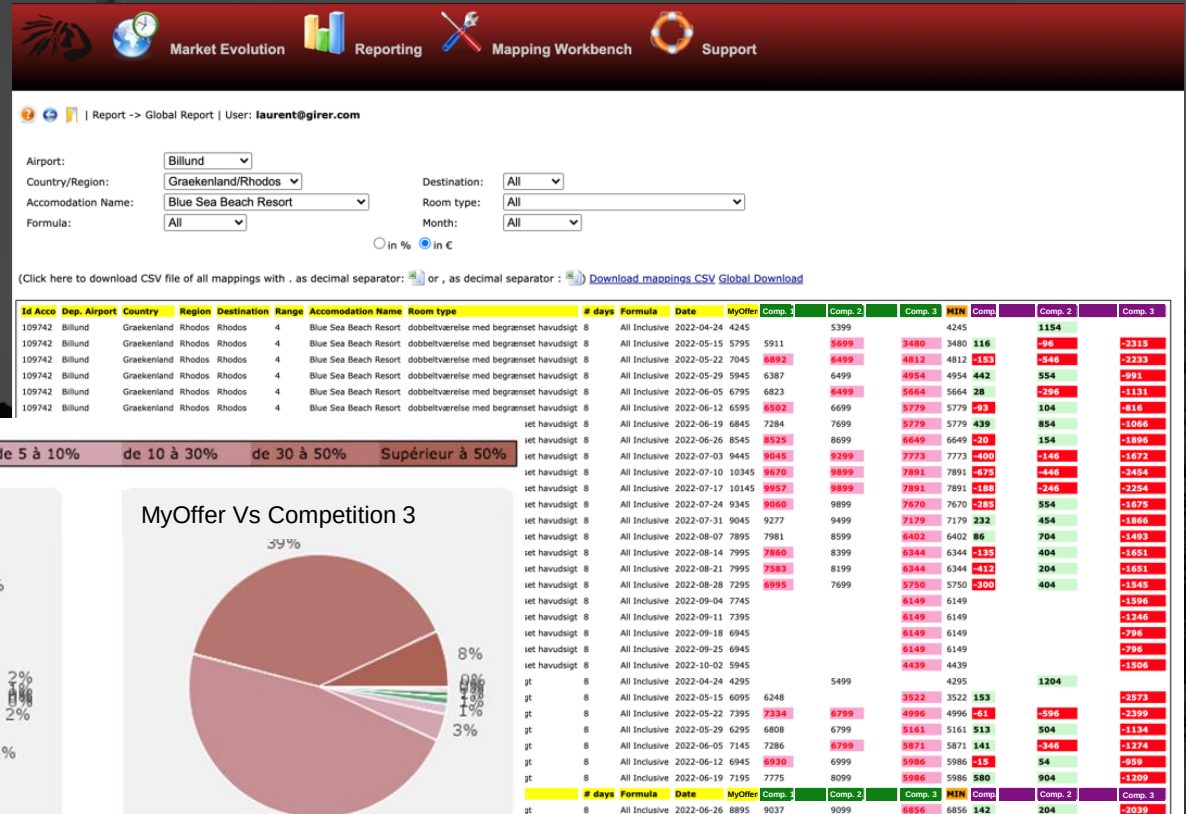
Loan insurance	500 000 €	600 000 €
Term length	15 years	18 years
Type	Fix rate	variable
Gender	Male	Female
Age	40	40
Tobacco	Yes	No
ZIP code	City	Countryside
Occupation	Engineer	Freelance
Educational	MBA	Self educated
Etc.	- - -	- - -

Receive your multi dimensional price
comparator ...

... updated daily & benchmarked towards all
your relevant competitors

	Dim 1	Dim 2	Dim 3	...	Dim Z	My offer	Compet. 1	Compet. 2		Compet. Y
Package 1	Marrakech	Köln	April 1st			800 €	820 €	780 €		720 €
Package 2	Marrakech	Köln	April 5th			600 €	580 €	610 €		580 €
Package 3	Marrakech	Dusseldorf	April 5th			580 €	550 €	580 €		600 €
.....										
Package N	Marrakech	Frankfurt	April 15th			580 €	580 €	580 €		580 €

Advanced analysis tools capability

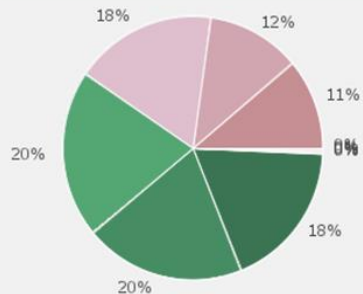


Customized reports

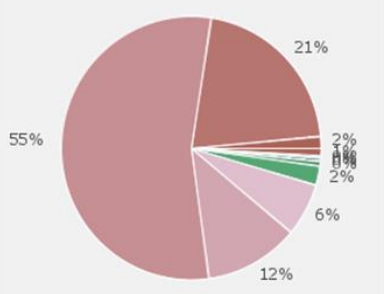
Position des produits MyOffer



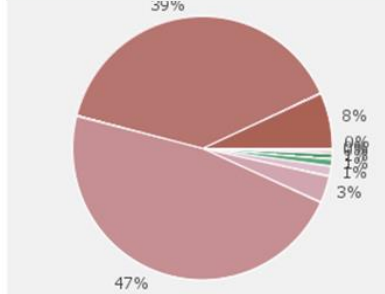
MyOffer Vs Competition 1



MyOffer Vs Competition 2



MyOffer Vs Competition 3



Technology environment

- 24/7 service
- Web based technology
- Easy integration in your datawarehouse
- Crawlers, Algorithms and UX stored in PiToBi datacenters



Easy Implementation and Roll Out

1. Project targets / Collection of information about your business
2. Presentation of a dedicated pilot based on the data of your market and your organization
3. Contract signature
4. Development
5. Roll out / set-up in customer environment
6. Upgradable to fit your novel needs whenever necessary

Competitive advantages



Proprietary multi-dimension matching algorithm



Proven solution, running since 10 years at several customers



Easy and quick implementation and roll-out



Flexibility and responsiveness of a human-sized structure



95% of our customers extend our services at contract end



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Want to know more ?

We offer a demo with your datas

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