



A NEW AI-ERA OF VIRTUAL TEAM DRIVEN REVENUE MANAGEMENT

A STEP-BY-STEP GUIDE:
HOW TO BUILD
A COMBINED INTELLIGENCE
TEAM



How to build a combined intelligent team

Overview

Artificial Intelligence (AI) is simplifying processes across organizations. In the way it can automate the monotonous and analyze volumes of data far more efficiently and effectively than humans can, AI can unleash growth and untether employees for more productive tasks.

By becoming a part of the company's culture, artificial intelligence generates exponential growth to get more done. It does this by accelerating data-driven decision-making, avoiding human error, and providing 24/7 opportunities monitoring via alerts.

But although AI is a useful tool, without the addition of a human-like interface provided by virtual assistants, its full potential is more difficult to realize. This is because interaction and the ability to explain will lag behind its actual performance. Without this human-like interface, AI is like a mute genius unable to sell its talent.

In this paper, we look at how both small and medium organizations can utilize solutions that may seem “outside the box”, but that don't require a significant upfront investment. We outline a strategy on how companies can set up a virtual team to capitalize on more opportunities in revenue management via AI powered intelligent assistants.

Imagine uncovering not a fraction of the insights available from your data, but all of them.

Imagine being able to act upon those insights by providing the information to the teams that need it immediately and simultaneously while explaining it.

This is what AI combined with a virtual team can do.

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AI in Revenue Management

Revenue management is selling the right product to the right client at the right moment at the right price via the right distribution channel with the best cost-efficiency. It's a process that makes sure decisions and forecasts are made based on all available information and that as a result, revenue is increased.

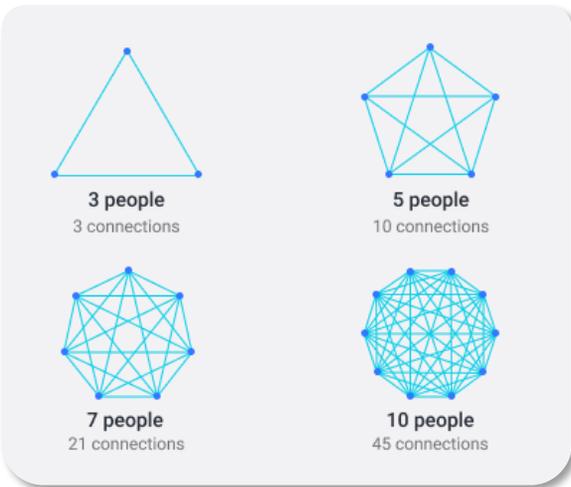


Figure 1. Why bigger means slower: it's plain to see with this visual representation how even smaller organizations suffer loss and deterioration in speed of information flow as their business grows.

When looking through the key components of the revenue management toolbox (such as inventory, marketing strategy and sales channels), pricing is one of the obvious areas to focus on when trying to find a competitive advantage.

Yet with so many companies relying only on pricing to deliver that upper hand in the market, it's surprising to learn that, according to a recent Bain global survey which surveyed 1,700 business leaders, the vast majority of B2B management teams (85%) think their pricing decisions still need improvement. Additionally, only 15% believe they have the right tools in place to set and monitor prices.¹

In some revenue management areas, AI already makes a difference.

Many companies in the travel industry are reaping the rewards of having been early adopters of AI into their revenue management systems.

Emerging as one of the biggest trends in this highly competitive and of late, volatile sector, AI is making it possible for companies to capitalize on data by providing dynamic pricing intelligence that goes beyond relying on past trends.

AI's ability to learn about customers using data analytics is helping hotels create better marketing strategies and determine the most beneficial room rate - in real time.

Similarly, AI powered systems in aviation use algorithms to adjust availability and thus prices on flights according to demand. But it also helps the industry better understand consumer behavior, an added factor in increasing not only revenue but also staff productivity.²

Airlines can no longer get away with simply predicting how many passengers they will typically need to transport from one place to another in any given season. The increase in variables and ticket types available (from cabin class to luggage to legroom) means that airlines have a number of possibilities through which to maximize revenue potential.

With the complete automation of inventory and pricing recommendations, integration with sales, marketing and operational activities, as well as real-time data processing, AI in revenue management in the travel industry has not only revolutionized how many do business, it's kept them in business through these challenging times.³

As access possibilities to various forms of data grow and data production continues to increase at an exponential rate, it's clear that it will remain the dependable constant in the decision making process.

However, the systems that have been used up to this point to analyze and process information have become slower and less effective; it's a momentous time and labor intensive task, after all. But with technological advancements in artificial intelligence and machine learning, it raises the question:



What can AI automation solve in Revenue Management today?

Pricing and promotions made with AI-based systems can potentially deliver between \$259.1 billion to \$500 billion in terms of global market value according to [market reviews](#).¹

It's vital that organizations strengthen their pricing and revenue management with AI tools in order to stay ahead of the curve. By automating revenue management systems' pricing rules with AI, Forbes (based on expert analysis) found that [revenues could be increased by up to 5%](#) in less than nine months.

Although companies in the tourism and travel sectors continue to benefit from AI in revenue management, its use in the context of broader industry has not yet been capitalized upon. Broadly speaking, the application of AI and machine learning in this area can further stabilize and increase margins and revenue through more exact pricing discount and segmentation strategies, all without sacrificing margin.

The advantages of using AI that can have a positive impact on revenue (with its increased accuracy, fine-tuning and control) include its ability to:

- Identify and eliminate unproductive discounts and product segments
- Optimize pricing throughout customer and product mix
- Focus on all levels of pricing for all product portfolios in simulations and recommendations
- Automate pricing for long tail goods (opportunities for which are expanded and elongated)
- Focus on the right promotions/identify promotions from underlying data for competitors
- Predict which customers will act upon a call-to-action
- Monitor potential risks to revenue based on customer behavior trends received by either consumption data or social media (i.e. OOS, competitor product launch, competitor initiatives)

Existing systems are part of the issue according to our clients



Slow response times and unagile execution makes adoption to business challenges difficult



Simulations / Forecasting with backward testing is a myth to most



Granularity is weak and accuracy is difficult to accept while not supporting complete product / channel / customer portfolio



Extremely difficult to focus on long tail and requires huge human effort



Distributing insight to multiple users around the field + desk is extremely cumbersome



Spot insights and call to action are not manageable due to lack of transparency in the systems



Planning is biased due to weak accuracy of systems and ineffective collaboration across teams



Impossible to anticipate and respond to future disruptions, especially considering the multitude of internal and external factors in the systems



- Anticipate inventory risks & opportunities
- Harmonize inventory availability with demand signals and reduce lost sales
- Provide demand patterns close to reality
- Increase product personalization on the mass market
- Reduce event response times

With AI tools, knowledge and decision distribution can be achieved much more effectively across an organization, thus solving some of the most difficult issues in the revenue management cycle.

Typical challenges faced by companies today that slow processes and reaction times

To generate a comprehensive overview, we collected the key issues any organization lives with that reduces their reaction time to business challenges:

- Continued reliance on too many manual work practices
- Inefficient juggling of too many external resources
- Inflexible staff time constraints when 24/7 attention is required
- Knowledge loss when staff leave the company
- Protracted vacancies that cannot be filled fast enough

- Isolation of organizations exacerbated by remote work
- Hiring difficulties and overreliance on assumed new hires

This is especially true in global, multi-cultural teams and workplaces that increasingly rely on a remote working environment.

Furthermore, some other factors are overlooked that challenge the new ecosystems:

- Overcoming linguistic and communication hurdles
- Combating decreasing attention spans
- Recovering the accumulated experience and knowledge of a global team
- Replacing free-form, ad-hoc and casual communication

How to change this?

In the decision preparation process, AI offers unique opportunities to companies that need to react quickly to high volumes of ever changing data.

This is a turning point in technological development: with more information at a company's disposal than ever before, AI and machine learning in revenue management are key to unlocking tools in portfolio pricing optimization, product segmentation, demand management, inventory optimization and category management. More accurate forecasts and the ability to make decisions in real time equates to growth in revenue.

| Promo Analyst work flow | 01 | 02 | 03 | 04 |
|----------------------------|------------------|-----------------------------|-----------|-----------|
| | Prepare the data | Identify drivers & drainers | Planning | Reporting |
| Manually | Manually | Manually | Manually | Manually |
| With traditional RM tools | Automated | Automated | Automated | Automated |
| With AI | Automated | Automated | Automated | Automated |
| With AI+ virtual assistant | Automated | Automated | Automated | Automated |

Table2. Some typical tasks in a Promo Analyst's work flow. With AI and virtual assistants, much of the work can be automated, in comparison with traditional RM tools and AI alone.



The prior listed challenges are easily overcome by a combined AI platform and Intelligent assistant that is constantly evolving and learning; one that is able to simultaneously communicate in multiple languages, learn from the behavior of every user, and run business as usual simulations + analytics.

Democratizing Knowledge and Decision Distribution

For revenue management to perform optimally, both staff and data must work in synch. Traditionally, this has meant that communication and information must flow between sales and marketing teams as well as revenue management departments in order to make informed decisions on promotion and pricing issues.

In an alternative scenario, with a virtual assistant on hand that is already fully briefed about the issue (and that can analyze data faster, more precisely and more thoroughly), the recommendation and data-driven decision-making processes are accelerated.

With wide-ranging knowledge of the product in question gleaned from all the pertinent sources both inside the organization and from external sources, the AI assistant becomes the pivotal team member at the center of things through which all information flows; one that can be relied upon at any time, night or day, much like Siri or Alexa.

An AI-backed virtual assistant can drive more value with:

- In-depth knowledge of the product in question
- Fast analysis of 100% of SKU (rather than just 5 -10%)
- Context aware recommendations
- Instant decision and implementation ability
- Market (available data) monitored 24/7

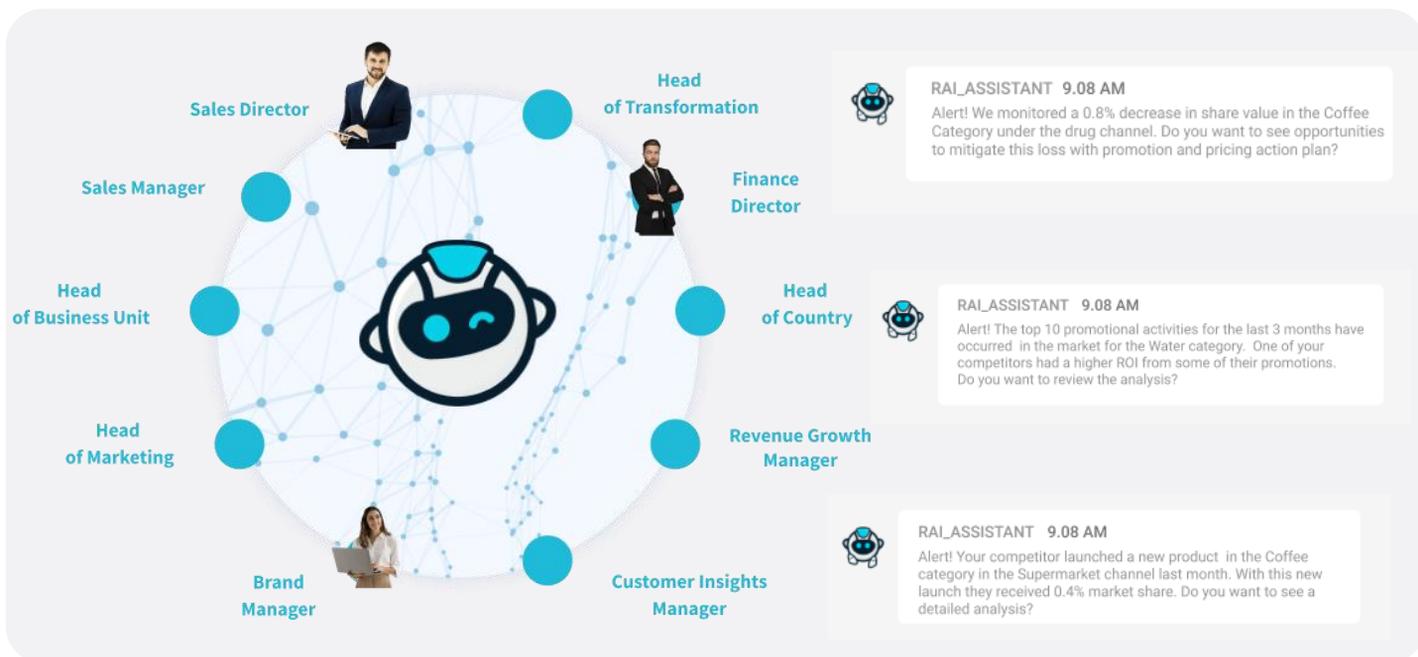


Figure3. Meet the virtual assistant at the center of the organization, providing key insights to those who need it via alerts.



The Power of AI-driven Virtual Teams for 21st Century Business

There's a lot of noise surrounding Artificial Intelligence (AI) and the ways it is revolutionizing business and revenue generation in various industries, from content recommendations on Netflix to smart vending machines in the CPG industry.

So far, indications are that the companies that have taken the plunge with this kind of technology are not sorry they did. More than 80% of companies that took on board AI initiatives experienced a positive return on investment within the first year of implementation.⁴ But the majority of companies are still only dipping their toes into what constitutes an ocean of possibilities that AI presents.

“ AI promises to be the most disruptive class of technologies during the next 10 years due to advances in computational power, volume, velocity and variety of data, as well as advances in deep neural networks.

John-David Lovelock, research vice president at Gartner.

It's of little consequence whether this attitude stems from a conservative approach to change, a lack of information, or trust in the new. By not investigating the potential upsides of this technology, business leaders are putting themselves in a vulnerable position.

If they would allow themselves to truly exploit the benefits that AI can offer, they would soon realize how drastically this new technology could completely transform their operations.

Chatbot Technology & Intelligent Assistants

The next generation of chatbots, of which the most well-known are probably Siri and Alexa, go by a variety of names (AI assistant, virtual intelligent assistant, digital assistant).

They are deployed for several critical functions to cut down on response times and resources. But what's the difference between a classic chatbot and an intelligent assistant? Why are they new generation?

The degree of "intelligence" a chatbot has and, in turn, the complexity of function they can accomplish varies greatly.

You've come across classical chatbots in customer service functions on websites and call centres. But the more advanced, AI-driven hybrid versions can do much more to assist in everyday business processes that are dependant on high volumes of data.

These are essentially "smart" or intelligent assistants (also known as AI conversational agents) that are able to process human input to deliver predictions and decisions. The technology can be utilized in practically all niche categories and almost all disciplines. These heavily data-driven assistants are leveraging all possible past interactions, utilizing the respective data sets with the use of backend (cloud) computing, and providing human-like intelligent answers.

According to the Gartner article of 22/01/2021 on the Four Technologies and Trends Impact Radar of 2021, the uses of Advanced Virtual Assistants (AVAs) will be expanded into every business sphere in the next one to three years, be that at the consumer, interactional or operational level.⁵

What this means is that companies in a variety of sectors will be able to deploy the new era of intelligent assistants for a wide range of business processes and back-office functions.





SAMPLE Nr1:

Automating certain key account (sales manager) functions (in CPG): work augmentation with an AI-powered virtual assistant

A sales manager's responsibilities include growing the company's revenue by ensuring that key clients are satisfied with the services provided as well as identifying new business opportunities for those clients. A vital function of the job is to be able to analyze data and sales statistics and improve business and marketing strategies. This role requires a range of skills from closing sales and nurturing relationships to strategic planning and cross-functional leadership.

KAM is accountable for the achievement of account specific goals including volume objectives, forecast accuracy, promotional execution, distribution targets, new item speed to shelf, SRP management and retail execution. The KAM position is responsible for delivering innovative, fact-based solutions and thought leadership for their retail customers as well as the broker network

If we combine the power of AI and a virtual assistant to automate some of the tasks associated with a sales manager, it's possible to not only expedite the entire process, but also make more informed decisions on pricing and promotion in real time.

It's useful to first list the most valuable tasks or functions, starting from those that are usually done with the most manual input, graduating to tasks that are the least interactive or dependent on the individual employee.

For example, the task list may look something like this:

- Developing and sustaining solid relationships with key clients to ensure growth
- Acting as the main point of contact between key clients and internal teams
- Planning and execution of products and sales across all channels
- Co-ordination of cross-functional teams (marketing, finance, supply chain, etc.)
- Market research to determine the demand for a product in a market and its positioning
- Competitive analysis regarding product price positioning and product shelf placement
- Analysis of sales forecasts, financials, and product sales reports
- Analysis of profitability through pricing of products
- Managing trade funds to support marketing and promotional plans, determining pricing and distribution, and negotiating with key accounts in a direct and in-direct sales environment
- Develop and deliver customer plans to achieve objectives within budget and short & long-term solutions through best practice thought leadership
- Analysis of insights into customers, potential customers, and competitors
- Monitoring market trends and identifying product opportunities based on consumption data and spending habits

The activities near the top of the list are very dependent upon an individual's level of skill and experience specific to the job, and also require a high degree of interaction with others in terms of "back and forth" decision and strategy making.

However, the last five tasks listed are functions that are very data-driven elements that could be generating insights / results FOR the manager him or herself via a proper assistant. These duties are perfect candidates to be automated via AI-powered virtual assistants. Therefore, this work could be replaced by decision driving elements. As a sample:

Let's take monitoring market trends and identifying product opportunities based on consumption data and spending habits as an example. This could be split into 2 elements.

ASSISTANT:

- Monitors market trends and identifies product opportunities based on consumption data and spending habits (FOR ALL PRODUCTS + CATEGORIES + CHANNELS). Automatically interacts with the right team members in case issues happen:
 - Warns team members and automatically recommends intervention points
 - Sets team meetings in case of major incidents
- Complex relationship monitoring as well between product families / competitor groups etc.

SALES MANAGER:

- Sets strategy for monitoring complex relationships
- Approves intervention points
- Monitors product group / channel interactions

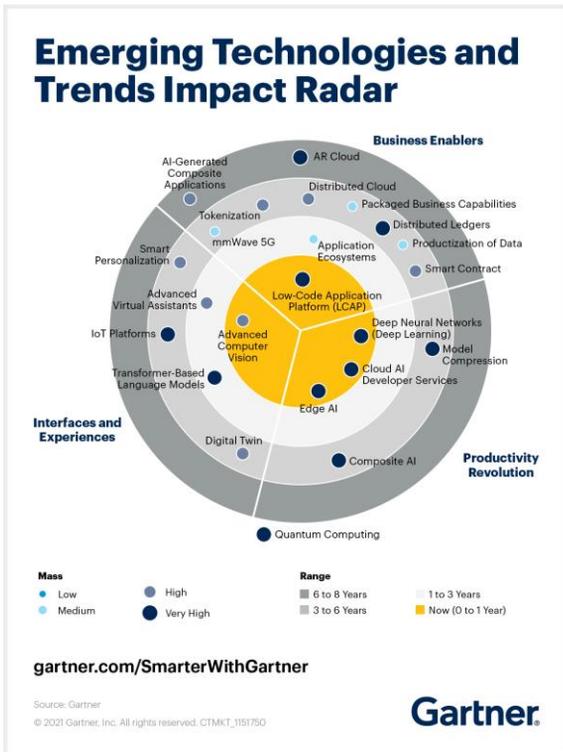


Figure 4: Emerging technologies

In an article from January 2021, [Gartner](#) describes the four most impactful technologies that are currently emerging to completely alter the way we work and interact. Two of the categories highlighted are:

- **Business Enablers** – technologies which change our job processes, methods, models or function. Especially focused on packaged business capability augmenting applications and automating specific business processes.
- **Productivity Revolution:** a convergence of several technologies to assist companies in classifying, predicting and solving issues more quickly and accurately than humans can. Powerful with composite AI technologies to drive transformation.

The combination of these technologies together with the revolutionary new interface of Advanced Virtual Assistants is the key driver that allows plenty of change in the current work ecosystem.

Other considerations:

RPA – Robotic Process Automation enabling work automation with Virtual Assistants

It is important to mention another technological trend that is taking place today. RPA is a technology that can be used very simply to build and manage software robots and which replaces the human element required when interacting with digital systems and software.

RPA processes can be augmented with the use of intelligent assistants, fully enabling a futuristic virtual workplace, as requests can be managed by the computerized brain of the company. [6](#)

For example, [this software](#) can understand what's on the screen, perform the keystrokes, identify and extract data as well as navigate systems, but they can do it much faster than humans and without the margin of error.

RPA streamlines workflows to ensure more accuracy, profitability and flexibility, and increases employee satisfaction by removing mundane tasks.

But some companies are not just using robotics to automate repetitive processes. As a parallel evolutionary step to forge ahead with increasingly innovative solutions, organizations are combining RPA and AI to make business decisions.

When RPA is used in conjunction with AI, it can go beyond collecting and processing data to analysing and making informed decisions in context.

Embracing AI via Virtual Assistants

There are obviously clear and objective benefits to using AI intelligent assistants. Not only do they streamline processes and assist in the analysis of data in real time, the data itself is clean and free of duplicates, transformed through standardization, validation and consolidation. Quality data delivers more reliable analysis, leading to better decisions and more successful and satisfied employees.



But there still may be some hesitancy in actually bringing a virtual assistant on board. If we look at the human factor, how will this kind of technology be integrated into a flesh and blood team? Will there be pushback or reluctance to use it?

It's fair to say that people have become far more comfortable interacting with "bots". This level of innovation has existed at the consumer level for quite some time, and it's simply transferring that capability to the corporate world. This will ultimately benefit the employees of the organization.

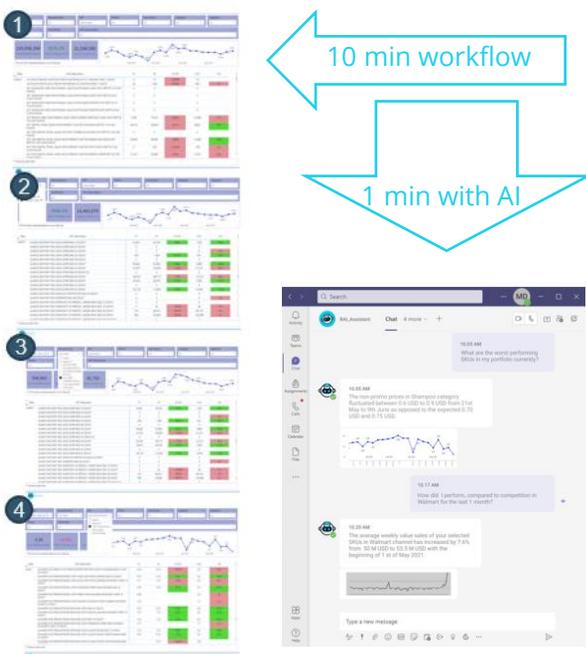
The other crucial advantage to deploying AI assistants is what they offer in terms of becoming a unified information source at the very center of an organization. This can only enhance the personalized experience staff will have of the virtual assistant.

The analytical process flows from one source directly to those who need it, regardless of job function. In this way, the AI assistant becomes a shared enablement tool delivering competitive advantage to everyone in the organization.

However, one question remains. In which situations should the implementation of a virtual team be avoided as of 2021?

- If the company is not widely using instant messaging, then the experience of using AI virtual assistants is less likely to be successful (although Teams or Slack is becoming standard).
- If the team is not growing fast (i.e. there is not a constant demand to increase the headcount), or if it consists of less than 10 people, then it would be more beneficial to focus on other areas of change.
- If the area in question is difficult to automate (such as work requiring a complex decision making process or a high-level of interaction).

Additionally, one of the popular myths currently gaining ground is that implementation times are lengthy. On the contrary, an AI assistant can start adding value almost immediately. Just like a new employee who has just been onboarded, the AI assistant learns the functions required to do the work; the more time it spends on the job, the smarter it gets. As time progresses, the AI assistant adds all the necessary information to the data point to make the workflow more effective. In this way, it operates very similarly to a coaching exercise.





Where to Implement AI Assistants in your Organization: A Step-by-Step Guide

An AI powered virtual assistant provides process simplification. It will not only deliver faster insights into data, it will ensure that all potential opportunities are acted upon in an effective and efficient manner.

This kind of assistant will become an indispensable tool for employees, and one that is cost-effective. The investment in a virtual assistant is analogous to an outside consultant that is brought in when needed, rather than paying for the role on a full-time basis.

But incorporating an AI assistant into the organization is not as daunting a task as it sounds. Because it is a technology that is implemented as a service platform, it is able to slot into existing systems.

Below is a quick guide that can assist in deciding exactly which team a virtual assistant would make the most impact on according to your growth model.

1. Calculate priorities.

Choose which priorities pose the biggest risk to growth or alternatively, where there is a high level of staff turnover in a team due to manual tasks. Based on this, pick the top three job descriptions that could work well with the involvement of an assistant.

1.1. List the top 20 priorities of the job description according to the table in [Appendix 1](#).

Tasks within job functions can be characterized a number of ways to ascertain whether it is worthwhile to automate. Some questions to consider include, are the tasks manual or do they require strong decision making? How repetitive is the work? Is it easily trainable? Does it require interaction with others?

What kind of work not to focus on today:

- First and foremost human-based non-repetitive work
- Work that is intrinsically linked to a specific individual based on a specific skill and/or personal characteristics
- Work where complex decision-making is required, (a result of interaction with others in the organization, not data based = not entirely quantifiable)

This is work that is not well described in the corporate ecosystem today by any standards.

With multiple iterations over the years, it is a constant enterprise initiative to automate work to bots and drive more strategic thinking for colleagues.²

Here is an example:

This is how a job can be automated:

- Identify the multiple scenarios for pricing and their potential impact to the market along different parameters like competitors, consumer behavior and buying power, given that appropriate data is available.
- Do the same thing without data to underline the facts.

In this case, effort could be:

1. Automate and build data collection – first focus.
2. Run all the simulations by the AI engines – second focus.
3. Distribute information along virtual meeting “channels” as a voting process – automated decision making.



1.2. Run **workshop #1** about the jobs in question in order to consider the impact change would have.

- When listing the tasks of the job description, the order of priority should go from the tasks that require the most interaction between teams to ones that require less (i.e. it is irrelevant who conducts these functions as long as they get done). Examining this is key in identifying what goes to the bottom of the list – these will be the functions easiest to automate.
- Assign estimated “effort” values to the following table to calculate the total yearly effort. (Add a table that calculates in hours / weeks / months / quarters / years and sums up totals).
- On a separate note, this exercise is also useful for identifying information bottlenecks in order to standardize work elements inside your organization

2. Calculate the effort in the given area.

2.1. List the number of OPEN positions you have currently which need to be filled according to role and region or time-zone.

2.2. List the number of EXISTING positions you have currently which are filled according to role and region or time-zone.

- Add a table to list these roles.
- Then apply effort estimates to the number of roles per region.
- Calculate subtotals.

By this point, you have identified how easy it is to alter one job to deliver more results, all by potentially automating the work processes with or without AI assistance. Up to here, the process works even for RPA as a job automation technique. As a next step, keep building on the selected areas in how to automate.

3. Run workshop #2, more focused on the next steps of automation.

3.1. Brainstorm and define the work automation possibilities for each task item (see [Appendix 2](#) for the sample work automation exercise).

3.2. Consider how your current interactions work on TEAMS. This will be a major change in your current work ecosystem, as many exchanges will now proceed without voice interaction. The list below proceeds from easy to complex / familiar to new.

3.3. Draft decision flows / systems that your inquiry team can check and that potentially can be built into a fast AI engine based on data availability and how well the current decision flows are described (as based RM requirements).

3.4. Distribute (if required) any work that is necessary across groups and management.

3.5. Check which RACI matrix is being involved in the decision-making.

3.6. Decisions need to be channelled back to the software system (e.g. SAP).

3.7. (Optional) Draft a very basic onboarding or training process.

3.8. (Optional) List the key tips that a pro does that would help a colleague succeed (e.g. using corporate KB for growth).



3.9. Ideally, draft the expected simulations you need to receive or deliver with AI enhancement and also the ones that are impossible to currently deliver due to capacity constraints.

3.10. List the elements you consider to be immediately capable of automation. Then quickly calculate the effort saved and rerun the exercise to consider new opportunities that you can devote the time saved to.

3.11. Also list the steps needed to acquire data for the elements where you see automation possibilities, but more focus is required for data acquisition. As a typical bottleneck, this is usually the biggest showstopper, so make sure that it receives appropriate focus.

This is where things start to get really exciting; let's reinvent the job with strategic thinking elements!

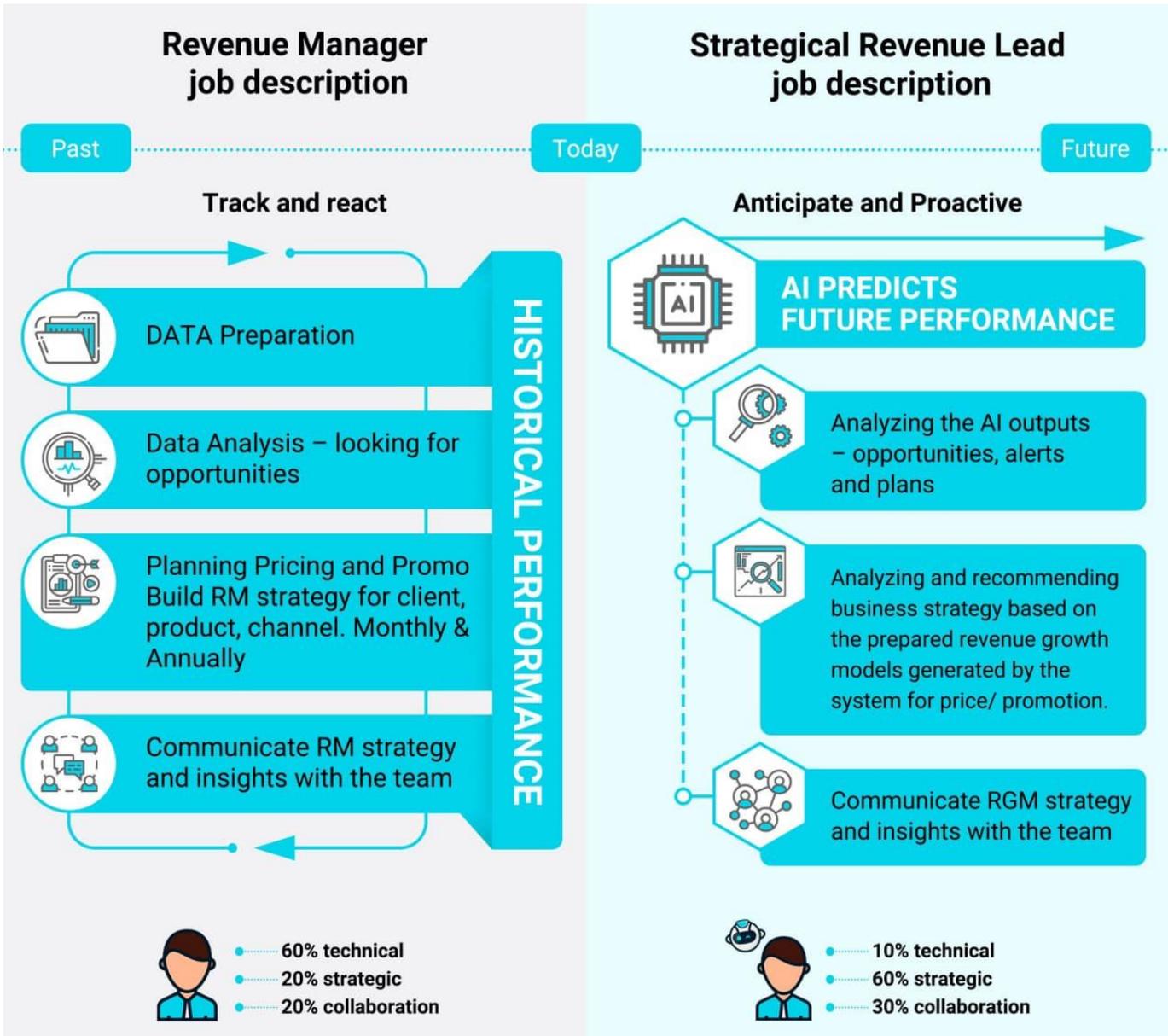


Figure 5. Instead of the massive amount of manual work that revenue managers must do repeatedly to find insights and plan (the WHAT), the focus will instead be on the HOW and WHY, which will become the new value drivers for revenue.



You've proven that there are countless opportunities available. Most people never even dream about doing things for the simple reason that they believe it impossible with their current status quo.

3.12 List at least five new job tasks that you consider achievable with your current team, but you never thought you'd have the energy to do them.

3.13 Add the same job tasks to the excel sheet used in [Appendix 1](#) and calculate the effort needed to complete these tasks.

Now you have a clear vision of how your AI automated team would look like. It's possible that you now have an idea how to add extra augmentation to your internal teams to drive even more revenue.

As a next step, you are ready to do a deep-dive and build the process; you'll probably be successful in explaining to your colleagues the possibilities of automation, and the potential wins to be gained.

Conclusions

It's simpler than first imagined to start moving in the right direction; the initial steps just need to be taken with a couple of simple success stories that will go viral in the organization. Virtual teams can easily be leveraged around challenging situations where:

- Growth is required in an area that needs lengthy training times or education. Areas such as revenue management or similar where, at the beginning, plenty of revenue managers still need to be hired to build the organization. Progress could be much faster by augmenting the team with AI as well.

- Information needs to be shared quickly and effectively (such as price / promo analysis), where reuse of learning can be applied across regions / globally, and where the most effective methods must be distributed fast.
- There are semi-automated work requirements, such as setting prices for hundreds of products across retail chains / channels etc., and all of this automation can proceed after approvals.
- An information distribution assistant needs to be built to help the finance department in simple tasks, such as providing daily reports or enabling daily alerts on business events.
- Information distribution and decisions need to be distributed immediately in the region with real-time updates / collaboration.
- A field assistant needs to be provided to all the field workers in the organization to provide them with up-to-date information on their performance or their channels' or stores' performance.

It's also a worthy further exercise to compare the cost of set up with the work and time saved by having an intelligent AI powered assistant at the core of the organization.

Although the cost of opportunities lost without a virtual team on hand may not be so easy to calculate.





Meet the members of your virtual team:

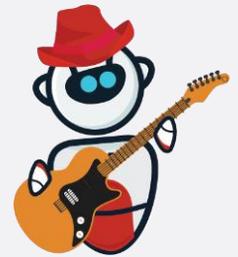
[Revenue.AI](#) implemented a team of virtual experts with an AI-first approach in mind to make sure Revenue Management is easily accessible and available in organizations.

We have interviewed several organizations and experts to get an ideal role distribution and team configuration, and continue to constantly automate our experts along multiple pillars of revenue management.

How to get work with these AI assistants?

These assistants can sit on any enterprise data or build their own. To work with them requires initial commitment and then incremental onboarding, so they can be effective partners from week one. After that, can be trained for further insights.

[Rai-Price](#) with expertise in pricing, proactively monitors all market activities. Providing you with daily KPI reports and any kind of analytics in pricing within one hour of request, driving PPA, price elasticity and simulators. Actively drives insights in case the pricing landscape changes and needs attention. Ultimately contributes to planning and execution with recommendations and action plans.



[Rai-Charles](#) is the promo expert that can assist the whole sales field team within one second. As well as providing alerts for risks and opportunities for the whole product portfolio, Charles drives the promo calendar, ROI and simulators, and ensures the effectiveness of all promotions. And he not only monitors own product, but competitor products as well, plus the entire environment.



[Rai-Base](#) is your ultimate data analyst. Understanding everything that is available in data, he can easily distribute reports across the entire user-base without regard to how they were built in real-time. He also collaborates with all team members and ensures knowledge is transferred to key users. He can learn and specialize in any space.



[Rai-Dex](#) is your data steward, whose passion is finding the best way to clean data. Focusing on either the product or the customer, Dex transforms data into insight by correlating similar data to find actionable results. His major strength is product / customer-related information where automatic algorithms allow him to clean data ultra fast and be successful in any organization from day one.





OUR SPECIAL SWITCH&SHIFT PACKAGE FOR SMALL ENTERPRISES; TURNKEY RGM

What is it?

We built a boxed system that can help you immediately start revenue management with the most essential data sets for success. Focusing on Pricing and Promotion, we clean and help you analyze data from not only digital but also traditional channels.

Base product:

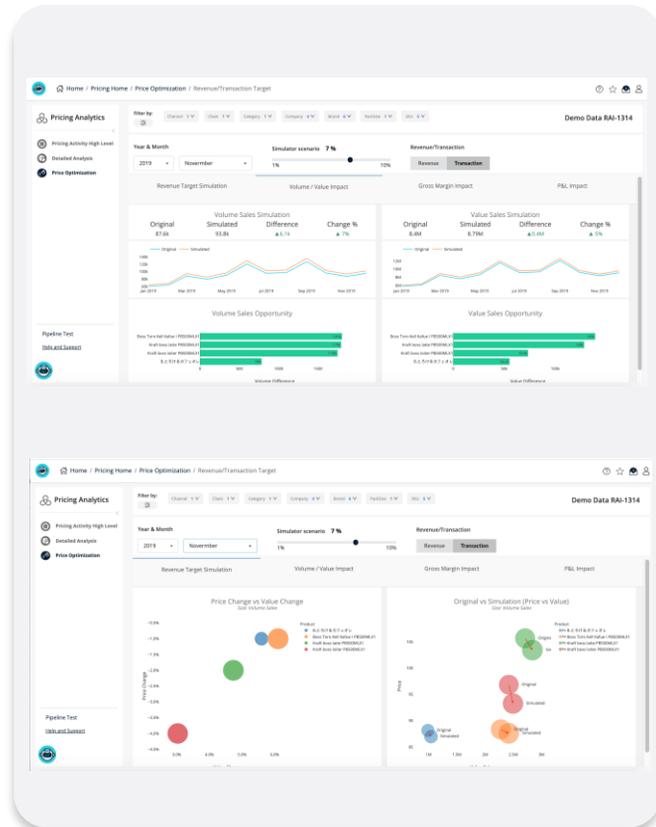
- Revenue management platform (Price + Promo), analytics + simulations for better planning and execution monitoring.
- Virtual RM assistant (group chat with alerting) for information distribution across the organization in chat or e-mail.

Optional add-ons:

- Product + customer master data cleaning and unification.
- Data collection from digital channels
- Data injection/cleaning for traditional data sources
- Data augmentation with consumer data sources / loyalty data sources etc.

How much time is needed to set-up?

Starting is easy. Within 4-8 weeks your data-driven transformation can begin executing information across teams. Additionally, along the way you will be able to augment insights with the help of our consultants.

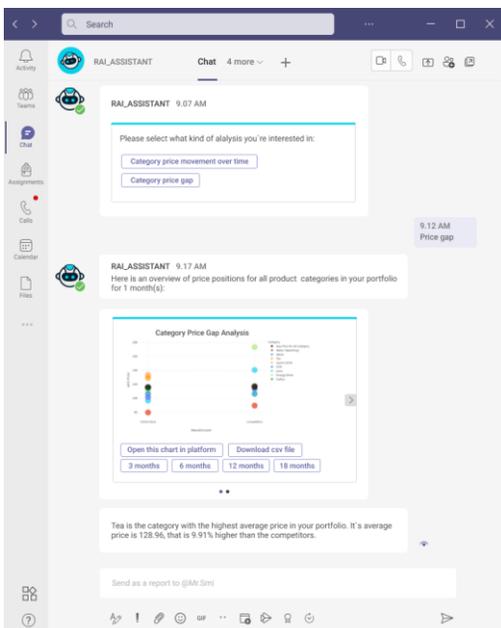


Where is it?

In the cloud. All elements of the system are uploaded to RAI cloud, providing fast access to data from any country.

What do I save?

You save yourself the burden of setting up complex organizations and managing churn. With this approach, you will have the power of AI to drive major transformation on Clean Product and Clean Customer, and also help by providing insights to your entire team.





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About Revenue AI

Our vision is to fundamentally reshape revenue management by augmenting revenue decisions and empowering the business world to focus on strategy.

For this we provide transformational support for revenue management with both our expertise and our platform-as-a-service that drives revenue management capabilities in any organization. Augmented by our [virtual revenue management team](#) first approach, we push for lean organization structure and eliminate internal communication and information bottlenecks.

Our AI engines can identify the opportunities or risks for your revenue growth, notify all team members, and assist them in getting more done. They do this while also playing multiple simulations simultaneously to propose the next best course of action.

We work with select industry leading consultants and partners to manage change in CPG, retail and commodity trading.

For more information, please visit www.revenue.ai or [schedule a consultation.](#)



Sources:

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