plavaga
Jump Start Possibilities

SHOWCASE

PLAVAGA SOFTWARE SOLUTIONS

AUTOMATED PRICING SYSTEM

ugam

POWERING ANALYTICS
INTO ACTION

A global leader in retail analytics

PROBLEM

The client wanted to automate the pricing of its customers' product catalog. The price would be calculated based on the dynamic rules created by each customer.

SOLUTION

Automate dynamic pricing using a distributed rules engine. This coupled with a custom rule authoring web based interface isolated the end customers from the complexities of rule implementation. Pluggable processing adapters allowed customized processing for each customer.

BENEFITS

Adaptability	High Throughput	Automated decisions
Tracking & adapting to Competitor price movements	Helped attain a throughput to process 50K products within 3 minutes	end-to-end automation of catalog pricing

Retail

Rules

Distributed

APACHE HBASE

Elastic Beanstalk

Drools

akka

THANK YOU!

**Plavaga Software
Solutions Pvt. Ltd.**

Level 1,
#14, 14th Main Road, Sector-5, HSR
Layout, Bangalore – 560102,
INDIA

www.plavaga.com

RISHI CHOUDHARY

rishi@plavaga.com | +91 9845203833
Managing Director & Head Technology

AZMI AHMAD

azmi@plavaga.com | +91 9845671519
Director, Software Engineering & Strategic Alliances