

FAQs

Can other retailers see my data?

No, each retailer only sees their own data via the user interface. Within a company, however, users can view all company data.

For which companies is the aifora platform suitable?

The aifora platform is suitable for retail companies of any size and for e-commerce as well as brick-and-mortar retailers from all sectors – from apparel to consumer electronics to cosmetics.

How do I enter my data into the platform?

You do not have to enter data yourself, aifora creates an automated interface to your source systems, such as an ERP system.

How does aifora ensure the successful use of its solutions?

At aifora, every customer receives a "Customer Success Manager" - a contact person who ensures your success and permanently accompanies you. To ensure the successful implementation of our solutions, we are also building up an international partner network of established consulting firms and industry specialists.

When can I expect the first results?

After an onboarding process of four weeks, the first optimized prices are calculated, which have a positive effect on revenues and profits. Normally, our clients achieve a full ROI within three to six months.

Do I have to accept the optimized prices?

aifora automatically sets prices according to the chosen strategy. In exceptional cases, for example when articles have a poor forecasting quality, users can intervene.

Do I receive different price proposals and strategies for different scenarios?

Yes, you can select your strategy in the tool, e.g. whether you want to optimize stock levels or profits, and can define this individually on a per-article basis.

How can I understand how the algorithm calculates price proposals and strategies?

Yes, you can view the price proposals and their forecasting quality in the web interface as well as the effect of price changes on the most important KPIs.

How long does it take for me to receive price proposals and strategies?

Monitoring occurs in real-time, so the algorithm can generate proposals and strategies in seconds.

Can I choose for which countries I receive price proposals? For example, only for Germany, Austria and Switzerland?

Yes, we offer full flexibility. We can configure the tool together with you and adapt it at any time.

What role do competitors and events from abroad, for example from China or the USA, play in the calculation?

The algorithm can take into account any external influencing factor, whether domestic or foreign.

Can I only use aifora if my company is located in Germany?

No, our solutions are also used by companies with their headquarters abroad as well as by companies with their headquarters in Germany and branches abroad.

How high are the expected increases in revenues and margins?

Intelligent Price Automation (IPA):

3-6% increase in revenues through the exploitation of price elasticities

2-8% profit maximization through the optimization of markdown management

5-10% inventory reduction through the increase of the sell-through rate

Intelligent Stock Automation (ISA):

3-6% increase in sales through precise consideration of demand

1-2% increase in margin through merchandise availability and full price sales

15-25% inventory reduction through the use of predictive analytics

Is it possible to use IPA without ISA? And vice versa?

Yes, the individual modules of IPA and ISA can be freely selected to suit your needs. Additional modules can be added at any time as required.

Are new features/modules planned for the platform in the near future?

Yes, we are constantly working on the further development of the aifora solutions. New features will be added regularly, based on user feedback.

About aifora

aifora enables retailers and brands to optimize their prices and inventories across all channels and to automate the underlying processes. Through the use of artificial intelligence, data is processed on the aifora platform in such a way that it achieves maximum benefit. This results in a significantly higher level of profitability. The aifora SaaS solutions are quick and easy to integrate, can be individually configured and thus deliver a very fast return on investment. Clients include companies such as NKD, KiK, Reno and Peek & Cloppenburg.

Further information about aifora can be found here: www.aifora.com

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