



Boomerang Commerce Named a Representative Vendor in Gartner's 2016 Market Guide for Unified Price, Promotion and Markdown Optimization Applications

Boomerang Retail Analytics Suite Delivers Pricing Guidance That Levels the Playing Field With Amazon and Addresses the Growing Need for Algorithmically Driven Pricing

MOUNTAIN VIEW, CALIF. – March 8, 2016 – [Boomerang Commerce](#), creators of the first guided-analytics suite for modern retailers, announces that Gartner has selected the company as a Representative Vendor in the “[Market Guide for Unified Price, Promotion and Markdown Optimization \(UPPMO\) Applications](#)” report¹ by Gartner Research Director Robert Hetu. Boomerang is named to the market guide for its innovative Retail Analytics Suite. In the report Hetu says “Retailers are challenged to extract margin, while retaining customers in an increasingly competitive pricing environment. Algorithmic unified price optimization remains an opportunity for retail CIOs as they prepare for digital business.”

Key recommendations from Hetu's report include:

- “Seek application vendors that use unique and advanced analytic techniques to support strategic pricing strategies as part of an algorithmic business process.”
- “While typically, an organization must approach one type of price optimization at a time, retail CIOs should do this with an eye toward the larger picture of an integrated life cycle solution that reaches across

¹ *Gartner Market Guide for Unified Price, Promotion and Markdown Optimization Applications, Robert Hetu, Feb. 22, 2016*

channels and can be incorporated into other merchandising processes, such as assortment.”

We believe these findings validate the technology and product philosophy behind Boomerang Commerce. The Boomerang suite, in use by nine of the Internet Retailer Top 50, offers the most advanced algorithmic pricing and data-driven guided analytics in the market today. Boomerang’s SaaS solution can – within weeks – scale to millions of items for price intelligence, price optimization and assortment optimization. The suite quickly drive profits by turning legacy price-setting processes into automated, algorithmically-driven, surgical price and assortment recommendations and decisions running in near real-time.

“Boomerang Commerce is pleased to be listed in Gartner’s ‘Market Guide for Unified Price, Promotion and Markdown Optimization Applications,’” says Boomerang’s CEO Guru Hariharan. “Our algorithmic unified price optimization solution arms modern retailers with data-driven detailed market insights to make superior decisions in sparse data conditions. The suite also helps retailers understand what the right price should be, why that price is the right price and how we determined that price. And we can do all this in real-time in any sector of retail.” Adds Hariharan, “This capability lets retailers drive profits in weeks, not months or years.”

Boomerang Commerce fills an urgent need for retailers challenged by total price transparency and comparability; shopper demands for smartly curated product assortment; and brutal price competition exacerbated by Amazon’s multiple intra-day price shifts.

With a single SaaS solution addressing multiple hard problems, Boomerang uses a combination of internal and external market data – such as inventory and customer ratings – to rate the “market hotness” of hundreds of millions of products across toys, electronics, home goods, apparel, office supplies and numerous other categories. By automating and digitizing numerous time-consuming and analog processes, Boomerang also enables retailers to scale out complex price optimization and assortment expansion projects in weeks instead of years. Boomerang’s agility and data-driven decision making capabilities deliver the complete pricing and assortment optimization arsenal modern day retailers need to compete.

About Boomerang Commerce

Founded in 2012, Boomerang Commerce offers the first guided-analytics suite for modern retailers. This Retail Analytics Suite comprises price optimization, price intelligence with actionable recommendations, assortment optimization in near-real-time and more. Nine of Internet Retailer’s Top 50 already rely on Boomerang’s solutions. Built by a team from Amazon, Google and Walmart.com, Boomerang applies machine learning and big data analytics to massive data

quantities across digital and brick-and-mortar channels. Boomerang's technology derives superior insights and actionable recommendations to transform business decision makers into retail ninjas. For more detail, please visit www.boomerangcommerce.com.

Disclaimer

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.