



KILOUTOU

Industry: Rental
Founded: 1980



Pricemoov enables us to optimize spot prices daily based on inventory and demand for thousands of SKUs across hundreds of depots. Once we've fully migrated our contract management to Pricemoov, we'll be able to manage all prices on a single platform.

Laurent Fournier, Director of Pricing Strategy and Business Intelligence, Kiloutou

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Kiloutou Boosts Operational Efficiency and Improves Net Prices by at Least 6%



CHALLENGE

Being a leading industrial and construction equipment rental company in Europe, Kiloutou was unequipped to enforce its global pricing strategy across regional depots.

- It faced difficulty in aligning company revenue targets with regional constraints and variations as it analyzed and manually adjusted prices in its ERP system.
- With so many products available for rent and multiple factors affecting prices, the company couldn't dynamically change its 47.5 million prices at scale and, therefore, missed revenue opportunities.



SOLUTION

Price Management, Price Optimization, Deal Negotiation

Kiloutou uses Pricemoov to manage both tactical prices, associated with seasonal rates and promotions, as well as dynamic ones based on equipment availability.

- Kiloutou selected Pricemoov for its scalability, agility, and transparency into its pricing logic
- It can now easily generate and apply tactical prices as needed, and optimize prices during high usage periods in line with upcoming rental projections.
- It uses the platform's intelligent price recommendations to automatically update prices for spot renters.



RESULT

Pricemoov enabled Kiloutou to implement a robust pricing strategy based on historical data and forecasts - empowering two people to manage 47.5 million prices and improving net prices by at least 6%.

- Kiloutou can efficiently manage prices for all rentals across France, worth more than 650 million Euros in annual revenue.
- The platform generates about 34 million price recommendations every three hours for Kiloutou.
- The company is currently onboarding its entire sales team of 300 people onto the platform.

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