



Smarter Than Spreadsheets to Optimize Every Mark. Maximize Every Sale.

From launch to sell-through, maximize margins with AI-powered pricing

Using traditional pricing methods to balance profit and sell-through is an uphill battle. Your opponents: mountains of data, siloed spreadsheets and disconnected tools. Even if you grapple with historical data and ad-hoc estimates, your insights are still too static, error-prone and slow for the dynamic complexity of today’s retail.

Bring even more precision to your pricing strategy. With our **Workcloud Lifecycle Pricing** software, your pricing is responsive to the market and relevant to your customers. You replace second-guessing with real-time intelligence generated in seconds. Now, you have the right prices to move products and profits.

BEFORE		AFTER	
The High Price of Spreadsheet Snafus and Slow Tools		Time to Use AI to Track Demand and Capture Margins	
Losses	\$1.77 Trillion The average cost of retailers’ inventory distortion IHL Group, 2023	4% increase in margins	
Uncertainty	85% The percentage of management teams who believe pricing decisions need improvement Bain, 2020	10-point rise in sell-through rates	
Mistakes	88% Error Rate The percentage of Excel spreadsheets containing errors MarketWatch, 2013	5% uptick in regular-priced sales	
Delays	Up to 40% Slower Automating analytics with AI can save businesses up to 40% of the hours spent on manual data processes PwC, 2021	50% faster markdown planning time	

Time-Sensitive, Effective Pricing from Launch to Liquidation

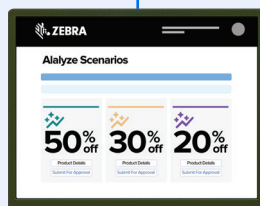
When you combine your years of retail experience with our highly sophisticated decision-support tool, you slash time on determining optimal pricing. Our fast-learning AI models understand the interplay of demand and pricing at a granular level throughout your inventories' lifecycle. Workcloud Lifecycle Pricing monitors all retail demand signals for you and then guides pricing to perfectly balance sell-through and margins at every stage. That's how you balance your artful experience with our data-backed science.

Why choose Zebra



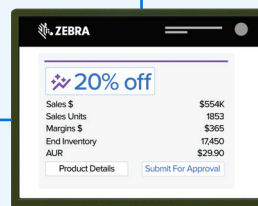
Bridging art and science

- Maintain creative control while obtaining data-driven insights
- Seamlessly blend creative merchandising with analytical precision



Industry-validated design

- Experience the workflow designed by seasoned retail professionals
- Address real retailer pain points
- Trust the solution created by industry expert who understand your daily challenges



Real-time strategic planning

- Test ideas with live promotional-scenario modeling
- Accelerate response with instant analysis of different strategic options
- Make dynamic pricing decisions for constantly changing market conditions



Purpose-built technology

- Account for all demand signals, producing robust and relevant insights
- Integrate Workcloud Lifecycle Pricing with your promotional planning system
- Go beyond basic dashboards with actionable insights, recommendations and retail-specific models



Global footwear and sports apparel retailer improves gross margins by 6%

"Last year, we only had two price reductions: 30% and 50%, and there was no discernible difference in sell-through between the two. This year, we have four main buckets—20%, 30%, 40% and 50%—and have found that the two discount levels that drive the best sell-through are 20% and 40%. This could mean that potentially we do not need to markdown at 50% at all."

VP of Merchandising

Optimize every mark. Maximize every sale.

Request a demo and learn more about zebra.com/pricing-allocation



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