



Mobile Wave 3

E²P Products, Pricing & Promotion

●●● Overview



In the complex, fast-changing world of the m2m and B2B services, the need for a flexible system that deals with complex products attributes, sophisticated pricing needs and creative promotions is a must to stay competitive and optimize customer value.

Being able to have multiple ID codes for each product, record alternative inventory product descriptions and use multiple units of measure for each product, use different inventory valuation methods as well as track historical inventory transactions for each product are mandatory requirements to handle the huge variety of B2B and m2m services and devices of the future.

Price optimization is also critical for success and requires the Ecosystem Enabling Platform (E²P) three key enabling factors in order to be effectively executed: (1) Access to historical data & analytics to make well-informed pricing decisions, (2) Company-wide visibility into the pricing process and (3) A flexible system to put the pricing strategies into action.

MW3 E²P platform delivers the tools required by companies looking for implementing effective products' management and pricing strategies with controls and tracking abilities to monitor and measure effectiveness on a continual basis.

●●● Key Features

- Multiple product IDs
- Product Assemblies and Kitting
- Product photos/images can be accessed in system
- Average, Standard, LIFO, FIFO & Actual Valuation (specific lot/serial)
- Complete historical transaction ledger by product
- Lot & Serial numbered products
- Matrix & Assortment products
- Reserve inventory
- Substitutions
- Product based reminder notes
- Product images
- Product metrics (weights, volume)
- Product search using 15 different attributes
- Product refurbishing

- Product specifications
- Search item number, name, product group, product classification, inventory level, marketing code, vendor part #, description, vendor, and UPC/GDSM code
- Customer/product discount matrix
- Customer/product price matrix
- Customer tiered pricing
- Default price codes
- Discounts and promotions.
- Line and/or invoice discount
- Multiple pricing options
- Several products costing; landed, vendor, mgmt. & added costs
- Promotion codes & coupon codes
- Purchase history mining



● ● ● Key Benefits

● ● ● **Multiple ID Codes for Each Product:** Identify products by multiple product ID codes that may be associated with each product. Alternate product IDs may be used as an alternate look-up key or may be printed on the sales and/or purchase documents. Each product ID code may contain numbers, letters, special characters and embedded spaces.


● ● ● **Multi-level Bill of Materials (BOM):** Is used to specify the components used to build a product and can be used for products designated as either an assembly or a kit.

● ● ● **Unlimited Pricing Management Capabilities:** Create, manage, control and monitor pricing decisions across the company, by segment, by product or by customer.


● ● ● **Multi-tiered Customer Pricing:** Unlimited number of tiers, tiered prices can be specific to a single product or for a group of like products, with any number of quantity break prices, customer specific price for an individual product or products (negotiated), contract with customer that is associated with special pricing for that contract.

● ● ● **Extensive Promotional Capabilities:** Product, customer, calendar, retail shop, e-commerce portal specific promotional capabilities. Promotions could be volume, date, category, customer-class or marketing campaign based.


● ● ● Contacts


 33 Ibrahim Abo El Naga Street, Nasr City, Cairo, Egypt.

 08000 693 693

 info@mw3.com.eg

 Facebook.com/MobileWave3

 Twitter.com/MobileWave3

 Youtube.com/MobileWave3