

## Bookseller



## A Bookseller monitors the prices of the competition with a Dimension Data solution

A project of Competitive Market Intelligence makes the company more competitive on the Brazilian marketing

### Industry

Bookseller

### Region

Americas - Brazil

### Challenge

Making the company even more competitive in the Brazilian market.

### Solution

Webfeel

### Benefits

- ▲ Company more competitive in the market.
- ▲ Accurate detection of information.
- ▲ Access to online search, with full time follow-up.
- ▲ Increased number of products searched.
- ▲ The automatization of the searching has eliminated the errors which appears when done manually

### Executive Summary

The *webfeel*, a web monitoring service which monitors, ensures and improves the quality of the web applications, based on components such as monitoring, performance, inventory count, search and consultancy, developed by Dimension Data Brasil - world leader in the supply and management of services and solutions for IT infrastructures -, is the latest investment of a large European distributor of cultural and leisure products.

### Client Overview

Founded in Europe, the company operates also in Asia, Americas. In Brazil for almost 10 years, with seven shops in Sao Paulo, Campinas, Rio de Janeiro, Curitiba and Brasilia.

### The Challenge

*Making the company even more competitive in the Brazilian market.*

In order to be even more aggressive in the Brazilian market, the Company has invested in a project of Competitive Market Intelligence, one of the *webfeel*'s functions. Before this project, all the process of monitoring the prices of the competition was performed manually by an internal team. This did not allow the employees to dedicate themselves full-time to other functions which could improve the contents of the site. Besides this, more time was required to decide which actions to take as regards the competition.

### Solution Supplied

*An intelligence tool which monitors, ensures and improves the quality of the web applications.*

The *webfeel* solution was a match for the Company's needs. It offers an accurate detection of information and a complete and detailed record, to be able to speed up decision making. In the project, the *webfeel* collects and compares information related to the prices of the competition.

The dynamics of the service are simple and extremely well managed, transforming the solution into a quick and consistent price benchmark tool. The search access is online, which allows full-time follow-up, besides the possibility of altering the products at every new search. Hourly, daily or weekly the Company makes a list of the products which it wishes to search on the websites of the competition. From this information, the *webfeel* starts a search in its biggest competitors of the virtual store, using the search devices of each store. The prices are collected, compared and transferred to the Company, automatically.

The Dimension Data service also generates alarms, which are directed to the emails of the executives of the company, if the price offered to the customers is not the lowest one. Before this project, all the monitoring process of the prices of the competition was performed manually by an internal team. With the automation brought by the *webfeel*, it was possible to increase the productivity of the collaborators who now dedicate more time to improving the contents of the site and to evaluating the actions to take as regards the competition.

Besides this, by automating the searching, it was possible to increase the number of references and documents monitored, eliminating errors which appeared when it was performed manually.

Using the solution has made the relationship with the vendors even more professional. Based on the information studied by the *webfeel*, it is possible to contact the vendors in order to negotiate discounts to be able to accompany the promotions of competitors.