Optimus Price merges with Athena, to create the most advanced AI-driven solution for pricing

Wednesday 11 November, 2020

- This new venture will provide a pioneering AI-driven SaaS that unifies all pricing, demand forecasting, stock management and promotional processes for online and offline retailers in one solution
- Xavier Tous joins Optimus Price's management board as General Manager, which will continue with Carlos Fenollosa as its CEO

Optimus Price, the leading solution in the market for pricing automation and sales forecasting, and Athena, specialist in price and competitor monitoring and digital marketing applications, have signed a strategic agreement to merge both companies under one single entity.

Through this partnership, both companies aim to create a unique Artificial Intelligence (AI) founded SaaS that unifies all pricing and stock management processes in one solution. This will position Optimus Price as the most suitable solution in the market for retail, in terms of functionality, ease of configuration and effectiveness.

Optimus Price thus provides the first tool in the market for online and offline retailers to cover the end-to-end of their pricing and stock management decision chain. It allows companies to understand their clients' purchase behavior, automatically optimizing margins and providing pricing strategies while increasing efficiencies in regards to stock management and procurement processes.

Following this agreement, both companies will be folded under the Optimus Price brand. Xavier Tous, founder and CEO of Athena, will join Optimus Price as General Manager, with Athena's team being integrated into the Optimus Price structure. Carlos Fenollosa will continue in his CEO role.

Carlos Fenollosa, CEO of Optimus Price, commented that "*this agreement is highly strategic to us, as it will massively reinforce our product offering. Through it, we will be able to provide tools to aid pricing and stock management decisions in an even more accurate manner than what we have been doing over the last years.*"

"*The merge builds upon both companies' track record and will allow us to stay on top of this rapidly changing market,*" said Xavier Tous, CEO of Athena. "*The combination of our technologies, existing commercial agreements and innovative products bring the right mix to solidify our positioning within the space.*"

About Optimus Price

Optimus Price is the leading solution in regards to price and stock intelligence which, working with leading global brands, applies AI algorithms to increase benefits while reducing costs throughout stock optimization and sales forecasting. Optimus Price is able to combine price elasticity with demand forecasting.

The company was founded in 2017 and has its headquarters in Barcelona. Optimus Price has been backed by well-recognised investors and has received multiple awards from institutions such as ESADE and IESE business schools, Seedrocket and Wayra (Telefónica).

About Athena

Athena was founded in 2016 in Barcelona and, since its inception, it has provided unique and differentiated technologies related to competitor monitoring and digital marketing, allowing retail companies to perform more intelligent decisions in regards to pricing and customer acquisition, as well as to optimize their advertising and promotion returns. Over these past five years, it has established itself as a leader in the space, both nationally and internationally.

For more information, please visit optimusprice.ai

External Communications contact:
Noel Ortiz
nortiz@optimusprice.ai

Media:

Related Sectors:

Business & Finance :: Computing & Telecoms :: Retail & Fashion ::

Related Keywords:

Optimus :: Athena :: Pricing :: Stock :: Promotion :: Purchasing :: Demand :: Ecommerce :: Retail ::

Scan Me:

+34 623041094

Company Contact:

_

Optimus Price

T. +34931702158
E. nortiz@optimusprice.ai
W. https://www.optimusprice.ai

Additional Contact(s):
Noel Ortiz
VP Communications & Strategy
nortiz@optimusprice.ai

View Online

Additional Assets:
Press Release

Newsroom: Visit our Newsroom for all the latest stories:
https://www.optimusprice.pressat.co.uk