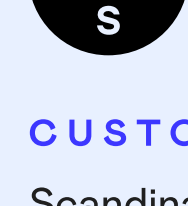


CASE STUDY - 3 MIN READ

Effective Pricing by Region with Scandinavian Photo

How an electronics company with a revenue over €100 million solved their pricing challenges with SYMSON



CUSTOMER
Scandinavian Photo

INDUSTRY
Retail, eCommerce

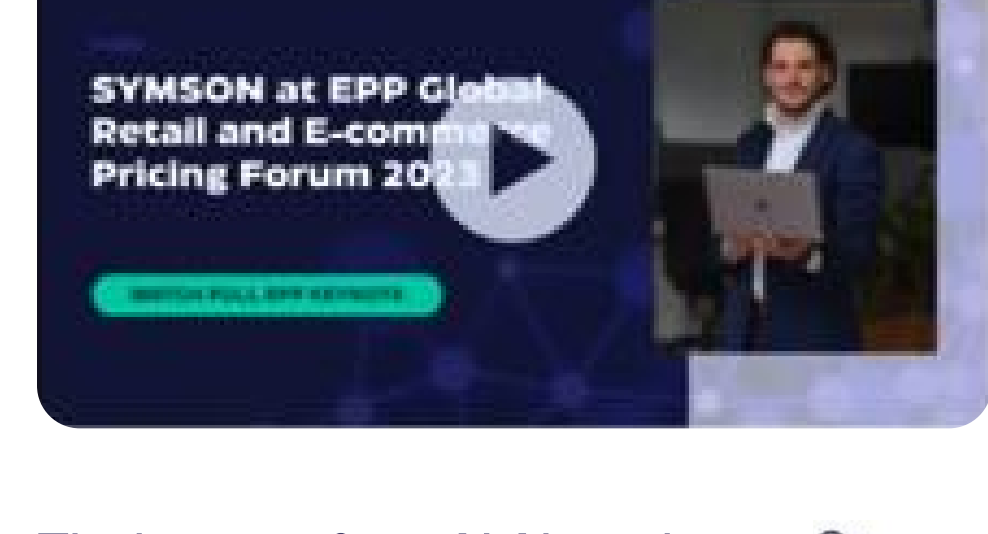
REVENUE GROUP
100 - 200 M

SOLUTION TYPE
Pricing Software

SYMSON ON EPP

Guide to Price Excellence

Discover the keynote on algorithmic pricing to improve margins, presented by our CEO, Vincent Gelinck, as he delves into a case study showcasing the



[The history of our AI Algorithms](#)

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[Our company and team](#)

[ROI Tool: Calculate extra](#)

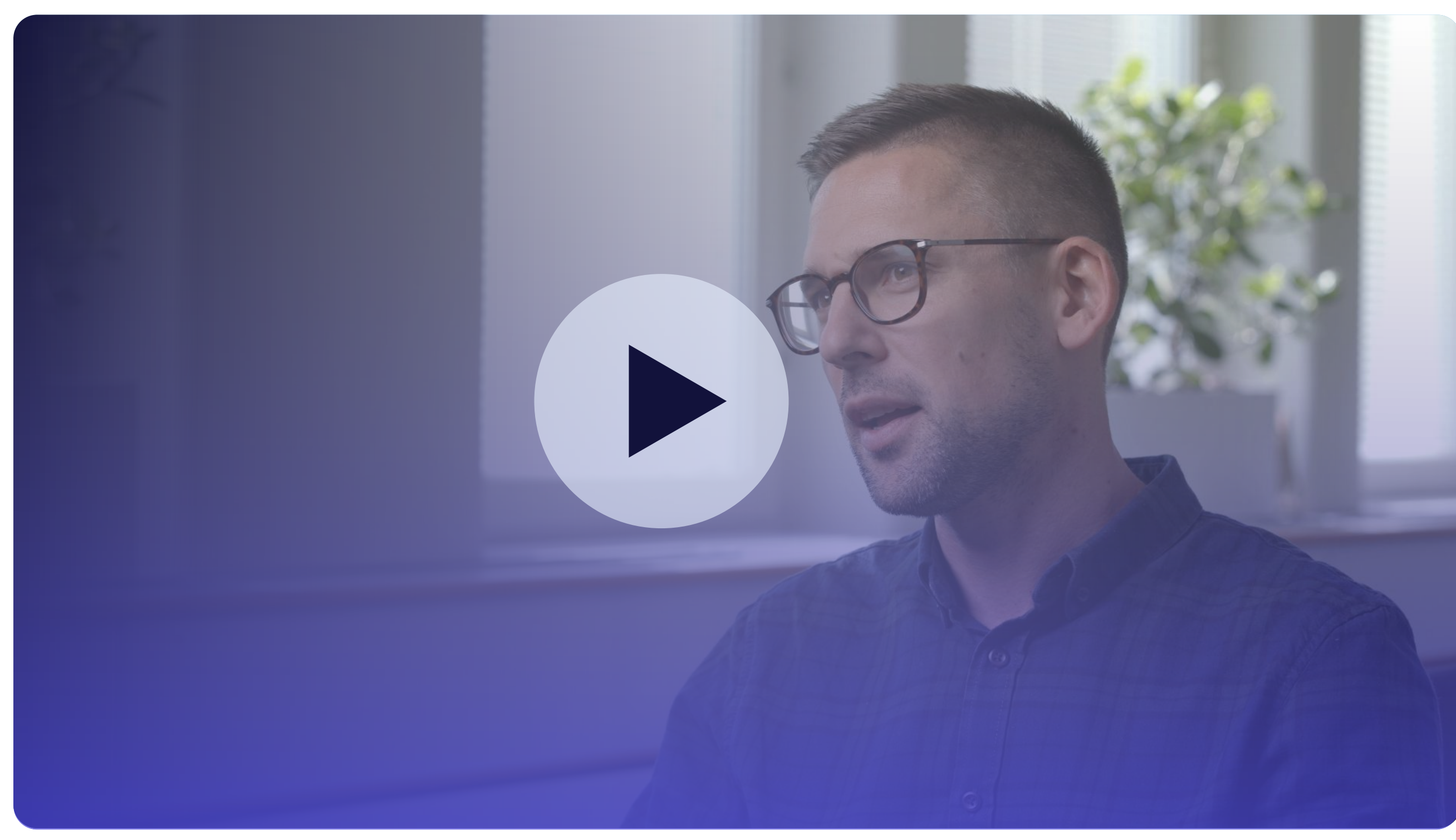
[margin using Pricing Software](#)

About Scandinavian Photo

About In the dynamic landscape of the electronics market, **Scandinavian Photo** emerges as a titan with a revenue exceeding €100 million, serving both B2B and B2C segments across the Nordics and broader European territories. Their clients range from new creators, enthusiasts and influencers to professionals, companies and production companies.

Known as the "Media Markt of the Nordics" to those outside its primary market, the company has established a formidable presence through a unique blend of online platforms and brick-and-mortar stores. Scandinavian Photo has grown to become the Nordic region's leading player in photography, video and audio. What started with a main focus on cameras and photography has broadened to a wide range of technology products combined with inspiration and education in the form of various events. Scandinavian Photo has online sales in Sweden, Norway, Finland, Denmark, Europe, and stores in Stockholm, Oslo, Copenhagen, Helsinki, Malmö and Borås.

[Case video: Scandinavian Photo about Pricing](#)



Pricing Challenges

Here are some of the main challenges we faced prior to using SYMSON.

- Pricing with ERP system leading to manual work and errors**
 We faced challenges with our ERP system, which couldn't support multiple pricing strategies or integrate competitor pricing. As a result, we had to export our pricing data to Excel weekly. This created a significant amount of manual work for our team, leading to higher costs and increased risk of errors and inaccuracies while trying to keep our prices aligned with market conditions.
- Difficulty in Managing Separate B2B and B2C Pricing Strategies**
 Managing distinct pricing logic for B2B and B2C markets was challenging, requiring manual adjustments and leading to inconsistent pricing strategies across customer segments.
- Inability to implement smart pricing for specific brands or product groups.**
 We were unable to optimise pricing for key brands or product groups by using tailored strategies. This limitation prevented us from capitalising on opportunities to increase margins, especially for products with lower price sensitivity, where the right pricing approach could have made a significant difference.
- Challenges with online competitor market pricing**
 We faced difficulties in navigating online price competition. Identifying which products to adjust and how to follow competitor pricing without fully engaging in a price war was a constant challenge. This resulted in excessive manual work and an overall pricing strategy that failed to deliver the desired outcomes.
- Consistency and executing pricing strategies across multiple countries**
 Since we operate across multiple countries, regions, stores and sales channels, consistency in our pricing strategy was proving to be a challenge. We needed unique pricing strategies for each country and region due to changing market conditions, customer behaviour, and variables such as taxes or shipping. Our ERP system wasn't capable of accounting for these variables. We also needed to implement consistency across our products in-store and online. Too many discrepancies in our products' prices online and in-store could lead to confusion and a lack of trust from our customers.
- Multi-Country Pricing Legalities**
 Every country that we operate in has their own pricing rules and laws to protect the consumer. The European Union also has their own set of regulations across the region. It was proving difficult to keep track of and implement all of these guidelines manually. Not complying with the law could lead to fines and other consequences which could cost the company. It was extremely important that we stay legally compliant with multiple countries' pricing regulations without any room for error.



Why Scandinavian Photo Invested in Pricing Software

SYMSON had the capabilities and experience to handle the complexities of our pricing process and operations

What is SYMSON's solution?

The solutions we implemented with SYMSON were well suited to handle our vast product assortment and the variety of sales channels. Multi-country pricing was now simple to set up and track in a single tool. We are also able to comply with local legal regulations with ease thanks to the notifications and guard rails. Automating our pricing process without fear of error or inaccuracy was the biggest step of progress as it frees up our team to focus on more strategic tasks.

It Could Do the Job: Automation of Pricing in Our Complex Environment

Symson seamlessly automated our entire pricing process, even in a complex environment. Its simple, intuitive user interface made it easy for our pricing team to adopt, streamlining daily tasks and significantly boosting productivity. By automating routine tasks, it frees up time for more strategic decision-making.

Multi-Country Pricing with Insights into Price Sensitivity

Our current pricing platform provides valuable insights into the price sensitivity of products, product groups, and brands, allowing us to implement tailored pricing strategies for each country, region, and sales channel independently. This enables us to make precise pricing adjustments across regions and stores (online vs. brick-and-mortar) while accounting for variables such as taxes, shipping fees, and customer behavior, ensuring our pricing reflects local market conditions effectively.

Legal Compliance

SYMSON's multi country and multi region pricing environments, helps us comply with legal requirements. In the EU especially, there are multiple consumer protection regulations which are non-negotiable. This prevents us losing money in fees or other consequences.



“ We chose Symson because it automated our complex pricing processes with ease and had an intuitive interface that our team loved. Their transparency in explaining price recommendations gave us confidence in the data. The interactive learning loop allowed us to quickly adapt strategies, making us more data-driven and efficient. ”

Daniel Johansson
Senior Category Sales Merchandiser · Product

Results of our Pricing Journey

SYMSON was able to help Scandinavian Photo with key pricing process improvements such as:

- We Freed Up 99% of Our Pricing Team's Time and Boosted Efficiency**
 By automating our complex pricing processes with a single tool, we've saved significant time and effort. We've reduced 99% of the time previously spent on price management by automating pricing logic, allowing our team to focus on analysing data, developing new pricing strategies, and iterating on existing ones.
- Multi-Country/Region Pricing Strategies**
 We can implement multiple pricing strategies across different product groups, regions, and sales channels.
- Ensuring Legal Compliance with European Pricing Directives**
 We can easily adhere to European legal directives that prevent dishonest pricing practices, such as displaying inflated prices for discounts. The software allows us to automatically track and display the lowest price point for each product in the last 30 days, simplifying compliance and ensuring our pricing strategy remains both transparent and legally compliant.
- Optimized Pricing for Specific Brands and Product Groups**
 By implementing smart pricing for key brands, KVI items, and ABC products, we now optimise margins across low- and high-margin categories. Tailored strategies for products with lower price sensitivity help us capture missed opportunities and maximise profitability.
- Pricing consistency and Enhanced Competitor Pricing for Both Online and In-Store**
 We can now maintain and enhance consistency across products, online shops, and shopping platforms. Additionally, by monitoring competitor prices, we can adjust our strategy accordingly, responding accurately to market changes across our full product portfolio. This has streamlined manual work and improved pricing effectiveness without engaging in price wars.
- Campaign Functionality and Dynamic Pricing**
 We can now create and automate promotions throughout the year in different countries, customised to seasonality, local celebrations, and holidays. Additionally, with full API connectivity, we can quickly respond to market changes, adjusting prices every five minutes to remain competitive.
- Ability to handle B2B and B2C Pricing in a single system**
 We can implement business rules and smart segmentation for both B2B and B2C pricing logic, ensuring targeted and strategic pricing in one single tool.

Scandinavian Photo Today

Scandinavian Photo has automated 99% of their pricing tasks with SYMSON, freeing their team to focus on strategy and data analysis. They now manage pricing across multiple countries and channels, ensuring consistency and compliance with European laws. With optimised pricing for key brands, they've increased profitability without engaging in price wars. Automated campaigns and real-time adjustments keep them competitive, and their system handles both B2B and B2C pricing seamlessly in one tool.

“ As a company, we've achieved incredible efficiency gains by automating 99% of our pricing team's time previously spent on manual tasks. Now, our team is focused on data analysis and developing innovative pricing strategies. With SYMSON, we can manage multi-country pricing strategies, ensuring compliance with European legal directives while also optimizing margins for specific brands and product groups. Our pricing is now consistent across both online and physical stores, and we're able to adjust dynamically to market changes, even every five minutes. Additionally, we've gained the ability to manage both B2B and B2C pricing within a single system, ensuring precision and effectiveness in every market we serve. ”



Daniel Johansson
Senior Category Sales Merchandiser · Product

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