



# MIDAX RETAIL PRICE HOST

**The Midax Retail Price Host hits the jackpot for your business: simple, fast and comprehensive, saving you labor and allowing you to optimize your margins while retaining your competitive edge.**

The core of any retail business is accurate and complete control of cost and retail prices!

Midax retail Host enables you to:

- Manage the daily input of costs and retails. Buyer input allows ease of use. Deals and ADS are easily managed.
- Conduct price modeling and comprehensive analysis which allows the retailer to play “what If” with pricing strategies before implementation.
- Manage deal pass-throughs and retails for maximum competitive advantage.
- Send cost and retail information throughout the entire organization and to the POS using our integrated export utility.
- Supports central store DSD receiving and invoice payment.
- Maintain historical records and reporting through Midax’s embedded data warehouse.

The Midax host has an intuitive graphical desktop interface, it is fully date driven, and allows complete tracking of all costs, retails, and deals.

POS Independent, Midax Retail Price Host talks natively top NCR ACS, ACS IR, IBM SA, IBM ACE, ISS45, Scanmaster, LOC, Ruby, Ruby Sapphire, Passport, and ACR. By communicating directly with the POS, data transfer is faster and more accurate, eliminating the fiascos associated with batch processing.

With thousands of price and cost changes weekly, time is of the essence. Now you can import data directly from your wholesaler or DSD vendor. Set up custom operator screens for faster input and save the formats. Use live data and an easy to use report writer to provide reports to buyers for better management control. Now you have the ability to automate the control of thousands of neglected items and apply competitive analysis and rules. Manage items and categories for total control of your business.

## A Comprehensive Tool !

Product Management

Import Services

Competitive Analysis

Price Modeling

Price Analytics

POS Retail Hosting

Margin Growth

Ad & Deal Management

Scale Management

Sign & Label Printing

Simple User Interface

Full Reporting

**MIDAX**  
INFINITE POSSIBILITIES

1280 Holly Point Rd • Virginia Beach, VA 23454  
**757.620.4168 • www.midax.com**



# A Comprehensive Tool for Managing Cost & Retail

## **Product Management**

Midax Hosting provides a complete product data warehouse. Data elements that can be different among stores, or POS systems. This facilitates centralized product management for the entire enterprise. The hierarchical, item structure, provides unparalleled ease of access. Mass maintenance, zoning capabilities and cloning, are effective maintenance functions.

Combine these features with the reporting capabilities using actual transactions in the Midax Data Warehouse to create a product maintenance strategy for the entire enterprise in one single location.

## **Import Services**

Midax Hosting includes manual and electronic import utilities providing for entry or import of cost, price, promotion and item information.

## **Competitive Price Analysis**

Analyze your competitive position for items or groups of items by store or groups of stores. Adjust strategies and model competitive response. Gain insights into how competitors will respond to your anticipated price changes.

## **Price Modeling**

By modeling prices using historical data for each item, using factors such as elasticity, the effects on margin and profitability resulting from different price strategies, can be analyzed and projected. Pricing strategies can be continually refined to ensure that the maximum possible profit is obtained from each sale. The modeler will provide invaluable insight in understanding the consumer's price sensitivity for each product.

## **Pricing Analytics**

Monitor the results of pricing decisions. Drill down to quickly see results at any level in the pricing hierarchy. (Store, department, category, sub-category etc.)

## **Hosting for POS**

Midax can be configured to download the file in whatever formats are needed by the POS. Intelligence is built into the file transfer routines to ensure full and correct file downloads to the stores. User defined batching of maintenance enables store level workflow.

## **Hosting for Signage**

A number of hosting formats are available to support a variety of store systems. User defined batching of maintenance enables store level workflow

## **Margin Growth and Recovery**

Margin growth can now be effectively managed by any retailer, regardless of size. Midax Hosting utilizes a user-friendly, graphical interface. In addition, wholesalers can use the Midax Hosting solution to provide expanded pricing services to their retail customers.

The Midax Hosting solution provides the foundation on which pricing tools can be configured to meet both current and future price management requirements. Category managers are free to increase focus on priority items and strategy effectiveness by automating routine price changes. Midax automates price control over thousands of typically neglected items - eliminating margin erosion and recovering a quarter point or more of lost margin.

## **Scale management**

Midax works with Interscale scale management. It communicates with over 50 models of intelligent scales and bar-code label printers from a variety of manufacturers. Avery Weightronix, Bizerba, CAS, Digi, Exact, Hobart, Ishida, Mettler-Toledo, TEC and Weldotrom - etc., are all supported. InterScale hosts future-dated item, price and label information from one 'scale-neutral' system to an entire mix of scales, regardless of vendor, model or protocol.

A robust closed-loop scales management system is essential not only to manage the items and pricing in your scales, but also to manage regulatory label compliance for ingredients lists, allergens, nutri-facts (including Trans Fat), Country Of Origin (COOL) and traceability information.

## **Easy To Use Graphical Interface**

The Midax desktop application reflects our simple to use design standard throughout all Midax applications



Midax, through our embedded data warehouse structure, offers the user a comprehensive list of reports with drill down capability. Our historical storage of data allows you the ability to retrieve data back years, should that be required.

Use our standard reports, use the drill down, or let us customized your reports for you. The choice is yours.