Kwik-Fit needed a future-proof, centralized PIM with a real-time pricing engine

Business challenges
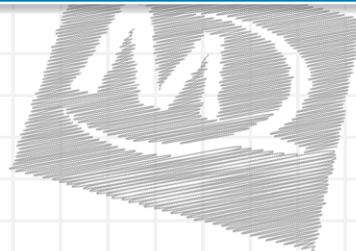
- Kwik-Fit receives orders from both POS and web shop
- A central system was needed to compute order prices on the fly
- PIM also acts as distributor of master data for POS

Magnus contribution

- Magnus has designed, built and implemented a PIM with a powerful central pricing engine
- Master data is retrieved by database-connection from Dynamics Ax
- Master data is published by web services

Used technologies

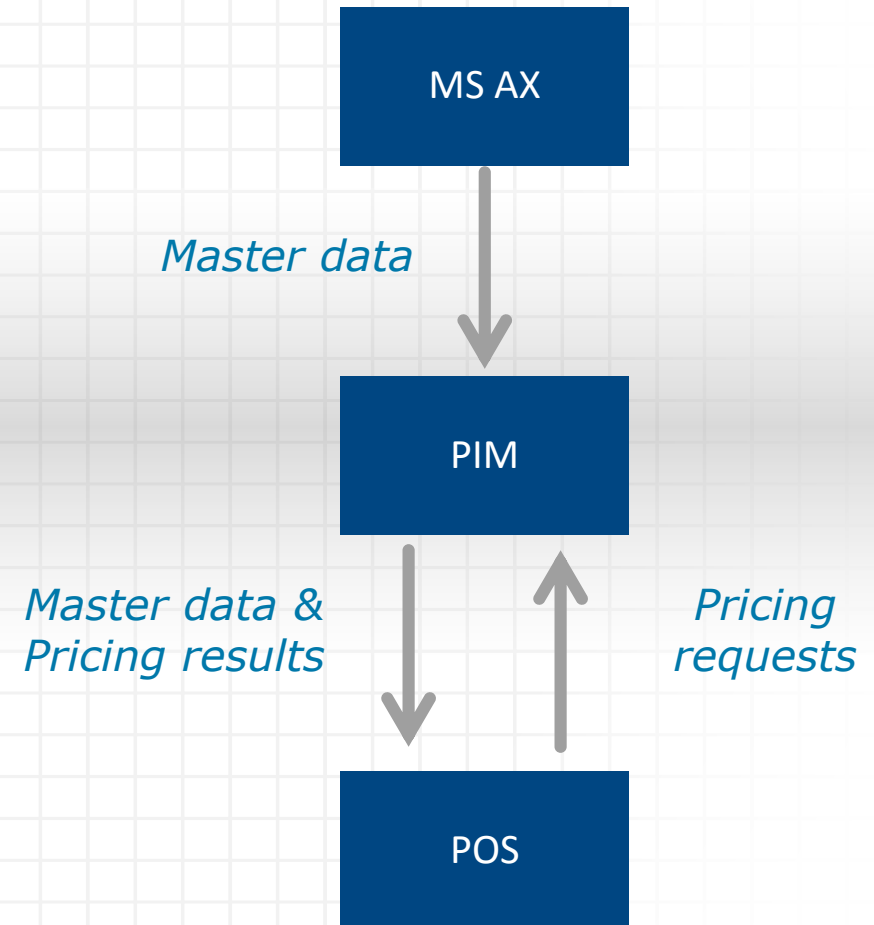- Mendix technology was used, combined with Java

Solution: a PIM application with a high performance, real-time pricing engine

Main functionalities

- Easy interfacing within architecture

- Pricing engine supports both retail campaigns and fleet contracts

- Fully flexible pricing rule configuration

- Order simulation: ability to predict pricing effects by using reference dates

MS AX

Master data

PIM

Master data & Pricing results

Pricing requests

POS

A one-stop-shop for all pricing and masterdata

Results and benefits

- Fast and agile development with Mendix framework

- Application successfully in production for 2+ years with negligible maintenance

- No more arbitrary pricing for customers, the lowest price always wins

- Kwik-Fit can now schedule campaigns in advance, with the PIM switching to the right pricing rules over night

Magnus green