

# Artificial intelligence to support your business





Premoneo is a company specialized in the development of Artificial Intelligence software to support strategic activities such as pricing, forecasting and segmentation.

Premoneo was born from the experience gained in the field of Dynamic Pricing with Dynamitick, and it is now part of Vedrai Spa Group.

At Premoneo we offer our clients solid know-how derived from years of data analysis and pricing optimization, with a highly qualified team. Our strength lies in the combination of artificial intelligence and the human factor.

We support companies in implementing the best pricing strategies and digitalizing business processes to increase profitability and margins.

By developing solutions based on our customers' specific optimization needs, we make our AI technology and models accessible and easily usable by professionals who are highly skilled in their areas of business, even without IT or AI knowledges.

This approach enables the company to carry out the analyses necessary to guide management decisions in the marketing & sales area. Our solutions provide insights and analysis at different levels of depth, depending on the complexity of the problem to be solved.

# How to adapt to the new market scenario

Since the advent of the pandemic, managers and entrepreneurs in every sector have understood the need to be able to respond quickly to changes in demand, to adapt their offerings in real-time to the constant evolution of regulations and new consumer needs. In this scenario, through the development of custom software applications, Premoneo offers decisive support in revenue management, marketing & sales.

Predictive analyses, price suggestions, customer segmentation, competitor monitoring, offer customization, dashboards to control the main performance indicators.

A single in-cloud software integrated with your IT infrastructure allows you to reduce day-to-day operations and improve business performance by leveraging Artificial Intelligence and data science.

Although recovery estimates for the various sectors differ greatly, in each market the players that have managed to excel with the support of technology, need to invest in the digitalization of key business processes and new software to support management activities.

Our company provides companies with a powerful in-cloud tool to analyze and manage key aspects of business success such as price optimization, customer behaviour analysis and accurate sales forecasting.

With the support of Premoneo's proprietary technology and specialized team, you can identify new business opportunities based on the analysis of your company and market data.

# Premoneo's technology

Premoneo's technology is based on mathematical models and A.I. algorithms developed by our team, which are continuously refined to ensure maximum accuracy in data analysis and insights extrapolation.

## MATHEMATICAL AND STATISTICAL MODELS

Statistics, physics, mechanics and time series theory to interpret and predict events and behaviour.

## MACHINE LEARNING

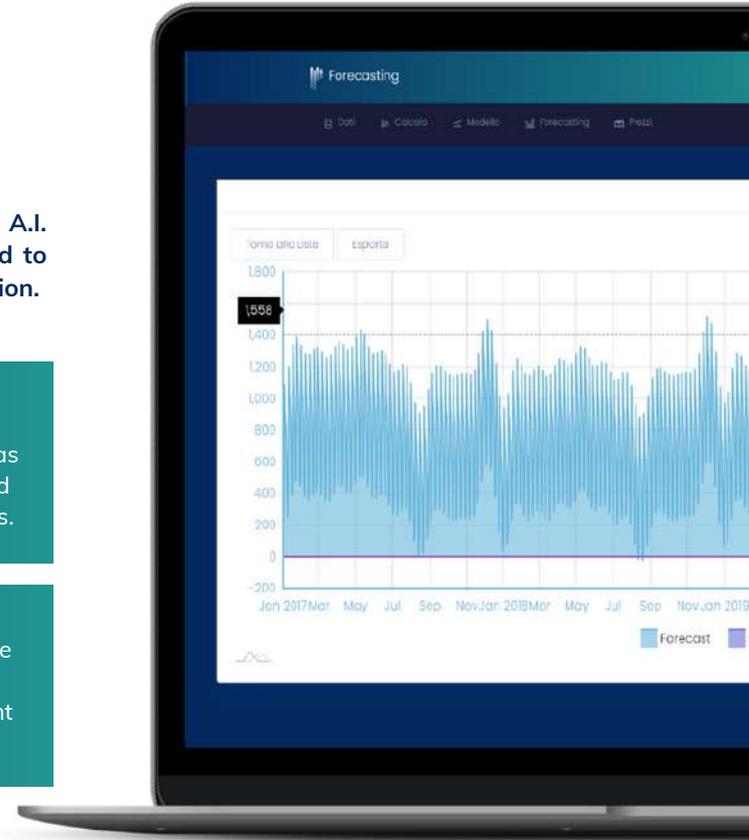
Optimization of performance as the amount of data processed by machine learning increases.

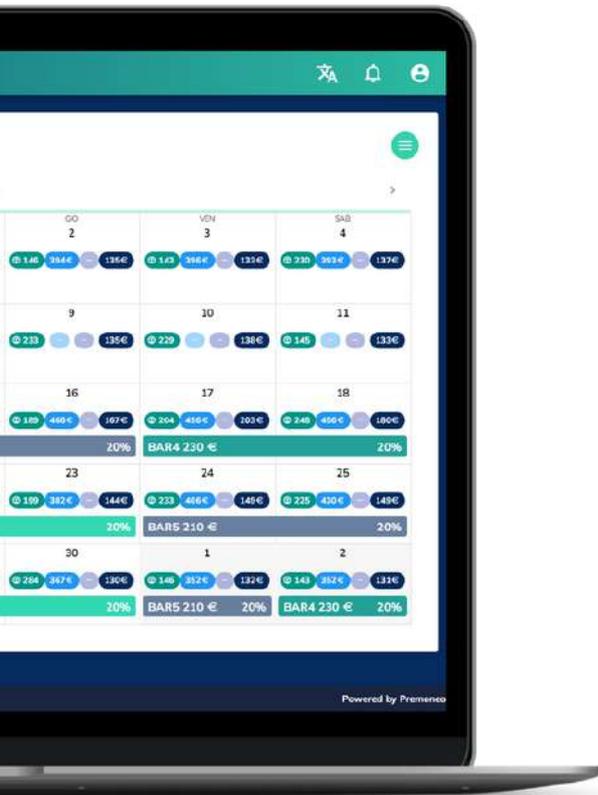
## CLUSTERING

Spatial algorithms to categorize information in a dataset.

## DEEP NEURAL NETWORKS

Deep neural networks to solve complex problems on large amounts of data with different degrees of complexity.





# Main use cases

Premoneo develops custom software, integrable with the IT systems used by the company and able to solve the problems of standardization of data from different sources, accessible in the cloud and highly customizable according to the main needs of each client in marketing & sales.

## DYNAMIC PRICING

Real-time price adjustment to changes in demand, taking into account seasonality, promotions, holidays, sales channels, competitors' prices and other factors that impact sales.

## FORECASTING

Optimization of predictive analyses thanks to Forecasting algorithms and Deep Neural Networks.

## CUSTOMER SEGMENTATION

Identification of profiles with similar consumption behaviour in terms of needs, spending capacity and personal data.

## DATA SCRAPING

Extraction of data and acquisition of Html content from any web page as well as from search engines.

# We support companies towards the achievement of concrete results

The ability to support clients throughout the entire digital transformation project of key processes, from the consulting phase to the implementation of IT tools and integration into the client's technological infrastructure, has made Premoneo a true partner for the digital transformation of companies.

Thanks to the partnerships and projects carried out with strategic, project and technology consulting companies, as well as technology providers, Premoneo can rely on the expertise of leading companies in each phase of the digitalization process.

Premoneo's clients have seen a continuous optimization of their business results and an average increase in profitability of 12%.

## AMONG OUR CLIENTS

**Posteitaliane**

**lastminute.com**

**costa**  
entertainment experience



**Batelco**

**Consulcesi**

**MANGIA'S**  
SEA VIEW RESORTS AND CLUBS

**VALDO**

# Why choose Premoneo?



## INCREASED PROFITABILITY

Increased profitability through the identification of the best price positioning.



## MANAGEMENT ENHANCEMENT

Reduction of operations and consequent use of management for activities with higher added value.



## PROCESS OPTIMIZATION

Speeding up processes and improving commercial results according to business objectives and rules.



## FORECAST ACCURACY

Maximization of commercial objectives through accurate forecasting of key performance indicators.

## About us

“ Premoneo has developed a very powerful and flexible Data Management Platform, able to interface also with end-to-end proprietary software and help Sales, Revenue and Marketing departments to implement a real DATA Cooperation. But it is also an evolved Revenue Management System capable of adapting - tailor-made - to the needs of a complex hotel chain like ours.

Luca Di Persio

Global CMO & Revenue Director @ Mangia's Resorts

”

“ Premoneo is an innovative and extremely flexible pricing platform with a customer-focused team capable of building customized solutions to address each specific challenge.

Davide Furlan

Principal @ Oliver Wyman

”

“ After just a short time, Premoneo has managed to outperform our previous pricing strategies and has allowed us to maintain this optimization despite constant changes in demand and seasonality. Integrating Premoneo's solution required almost no effort from our team. By ensuring constant optimization in the background, it allowed the team to focus on other aspects of the business.

Marco Corradino Jr

Head of Ancillaries @ Lastminute.com

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# PREMONEO

THINKING BEYOND PRICING