The AI Triple Play at Quicklizard: Why the Future of Pricing is Co-Developed

A Look Under the Hood

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In the enterprise software sector, AI is frequently criticized as a "black box" or a "vending machine." These analogies describe a system where data is fed in and a result is dispensed, yet the internal logic remains entirely opaque to the user. This lack of transparency often hinders the trust necessary for a true strategic partnership.
Quicklizard is shifting this perspective by inviting our partners to look "under the hood" through a framework we call the AI Triple Play. This represents a fundamental evolution in how we view AI: not merely as a generator of price recommendations, but as a core pillar of how we design, interact with, and refine our technology alongside our clients.

Game No. 1

Product Development: From the "Mona Lisa" to Real-Time Co-Creation

To understand why our development process is unique, it helps to look at how software has traditionally been built. Historically, the industry used a Waterfall approach. Imagine hiring an artist to paint the Mona Lisa, but they disappear into a locked studio for six months. You only see the finished painting at the end. If you realized then that the expression was wrong, it was too late; the time and resources were already spent.
The industry then moved to Agile development. In this model, the artist shows you a blurry sketch of the Mona Lisa after two weeks. Every two weeks, the details get sharper. While you see the progress, you are still an observer waiting for a "sprint" to end before you can provide more feedback. You are watching the artist paint, but you aren't painting with them.
Quicklizard has evolved this into Real-Time Co-Creation. By leveraging AI (specifically "vibe coding"), we remove the two-week waiting period. We create high-fidelity prototypes in real-time during our strategy sessions. If you identify a specific requirement, for instance, a custom Promo Calendar or a specialized data view, we can mockup that feature on-screen during the call. You are effectively holding the brush with us. This ensures we are building exactly what the business requires before we move into our formal R&D cycle. By using AI to bridge the gap between a concept and a professional, enterprise-grade feature, we maintain the highest standards of stability and security while moving at a pace that was previously impossible.

Game No. 2

Product Usage: Proactive Strategic Interaction

The second pillar of the Triple Play focuses on how users engage with the platform daily. We have integrated advanced Large Language Model (LLM) capabilities directly into the interface through a specialized AI assistant we call the Pricing Guru.
Rather than manually navigating complex data tables, users engage in a natural dialogue with the tool.

This assistant acts as a proactive agent that does more than simply wait for commands. It is capable of challenging existing strategies and proposing optimized pricing paths; consequently, this transforms the software from a static tool into a conversational partner that supports faster, data-driven decision-making.

Game No. 3

Product Output: The Self-Refining Learning Algorithm

The final stage of the Triple Play is the product output itself. Traditional pricing tools often behave like a static vending machine. A vending machine follows a rigid, pre-programmed script: it takes a coin and drops a product. If the environment changes or the programming is flawed, the machine cannot adapt; it simply continues its path, which can lead to financial failure.
Our AI models are designed to be the opposite; they are semi-supervised systems that learn directly from human expertise. A primary example of this logic in action is our Article Segmentation Model. If a category manager reclassifies a product from a "Sales Driver" to a "Key Value Indicator" (KVI), the system does not simply record a one-time manual override. Instead, the algorithm analyzes the correction to refine its future segmentation logic. This ability to learn from user inputs is a hallmark of our broader AI architecture. It ensures that our recommendations constantly evolve in synchronization with your unique business intelligence. By moving beyond the "black box" or "vending machine" model, we provide an output that is continuously sharpened by the real-world experience of your team.

Conclusion

A New Standard for Collaboration

The AI Triple Play is more than a technical architecture; it is a commitment to transparency and collaborative innovation. By utilizing AI to facilitate rapid co-development, streamlining user interaction, and ensuring our models learn directly from your expertise, we have moved beyond the traditional vendor-client dynamic. We provide a platform that is a co-developed partner tailored to the sophisticated demands of modern pricing.