



# Scaling Pricing Operations with Rule-Based and AI-Driven Automation



## Background

Intersport Deutschland eG is one of the leading sports retailers in the German market, operating as a cooperative group with approximately 1,400 Nationwide stores.

The retailer offers a broad assortment across major sports, outdoor, and fitness categories, combining global brands such as Nike and Adidas with strong private labels like MCKINLEY.

Intersport Deutschland eG follows an omnichannel strategy, combining independent brick-and-mortar stores with a centralized E-Commerce platform operated by its subsidiary, Intersport Digital GmbH. As the business grew, pricing accuracy and scalability became critical. The Quicklizard Pricing Platform was implemented exclusively for the E-Commerce operations managed by Intersport Digital GmbH.





To support its growth strategy, Intersport Digital GmbH needed to elevate pricing from internally built, fragile processes to a more robust, scalable, and automated pricing foundation.

## Challenges Before Quicklizard

Before implementing Quicklizard, Intersport Digital GmbH's pricing was primarily driven by competitor data and supported by internally developed rule sets.

This approach worked well in earlier stages, but as the business scaled, the growing complexity of pricing operations introduced new challenges.

Key challenges included:

-  Increasing reliance on manual and semi-automated workflows, which required careful monitoring
-  **Operational effort around importing prices into the shop system**
-  **Limited scalability when supporting rapid growth across assortment and channels**
-  Pricing teams spending a significant share of their time on operational maintenance rather than strategic pricing initiatives

As Intersport Digital GmbH continued to expand, these factors highlighted the need for a more scalable and centralized pricing foundation to ensure consistency and efficiency at scale.

# Why Quicklizard

Intersport Digital GmbH selected Quicklizard after evaluating multiple pricing vendors. Quicklizard stood out by offering:

A strong combination of rule-based pricing and AI modules

Support for multiple pricing channels

Built-in promotion and parameter-based pricing capabilities

Flexibility to evolve pricing strategies over time

Implementation took 3-6 months and was carried out in close collaboration between Intersport Digital GmbH's Pricing and E-Commerce teams and Quicklizard's customer success organization.

## Solution in Action

With Quicklizard, Intersport Digital GmbH established a more structured and reliable pricing operation. The pricing team now uses the platform daily to:

- Set up pricing groups and pricing rules
- Monitor and validate competitor pricing data
- Define differentiated pricing logic for new vs. existing products
- Run advanced competitor strategies
- Create and manage promotions
- Apply cost-based strategies using parameter sheets

What was previously complex and fragile is now centrally managed and systematically executed.

### Modules and Capabilities Used



Parameter-based pricing sheets



Article Segmentation (tested)



AI Competitor Sensitivity (tested)

## Results & Impact

### Operational Transformation

~340,000 SKUs now optimized through Quicklizard

Reduced dependency on fragile, manual price imports

Faster and more reliable execution of pricing changes

Pricing teams can operate with greater confidence and consistency

### Business Impact

While exact financial figures were not disclosed, Intersport Digital GmbH describes the overall impact as significant.

- ✔ Stronger support for Intersport Digital GmbH's growth strategy
- € Improved pricing reliability during periods of rapid expansion
- 👥 Better control over competitive positioning
- ✔ Reduced operational risk caused by pricing errors

“We were in the middle of a rapid growth phase, and at that point it became clear that our existing pricing setup needed to evolve. Quicklizard helped us take pricing to the next level, providing the structure and scalability we needed to support our growth more effectively.”



David Wolz  
BI & Pricing Analyst,  
Intersport Digital GmbH



## Looking Ahead

Intersport Digital GmbH sees clear opportunities to expand its use of Quicklizard, particularly through broader adoption of AI-driven modules.

With a recommendation score of 8/10, the partnership reflects a solid foundation for continued collaboration and further automation of pricing operations as the business scales.

### Key Takeaways



**3–6 months**

Onboarding Duration



**~340,000 SKUs**

Optimized Portfolio



**8/10**

NPS

**Pricing Impact**

Significant

**Core Teams Using Platform**

Pricing & E-commerce

**Next Step**

Expanded use of AI modules