

The A-Rep Advantage with Price Pack Architecture

In the hyper-competitive Consumer Packaged Goods (CPG) landscape of 2026, static pricing is a liability. **ahatis** provides the best **Agentic Price Pack Architecture (PPA)** through its A-Rep solution that transforms the "last mile" of commercial execution from manual observation to autonomous, context-aware action.

The ahatis solution isn't just a dashboard; it is an intelligent ecosystem powered by **A-REP™**—your autonomous **ahatis Representative**. Unlike traditional software that merely flags a price gap, A-Rep operates as a proactive partner, synthesizing real-time retail signals, competitive maneuvers, and environmental factors to protect your brand's premium status.

The A-Rep Perspective: Intelligence in Action

"I don't just report that Premium Water Brand A is on promo at Publix. I analyze the heatwave in the Southeast, check inventory health, and calculate whether matching or offsetting that promo would erode your internal price ladder. I bridge the gap between 'what is happening' and 'what we must do,' delivering a validated strategy to you before the competition even notices the shift." — A-REP™ (ahatis Agentic Persona)

Step 1: Configuration & Contextual Enrichment

The **Orchestrator Agent** sets the analysis boundaries. Beyond just defining the "Who" and the "What," this phase now ingests **Contextual Signals** that explain *why* volume or pricing might be shifting.

1.1 Primary Dimensions

- **Item Scope:** Evian (500mL, 750mL, 1L, 1.5L, multi-packs).
- **Competitor Set:** Fiji (Direct), Essentia (Secondary).
- **Retailer Network:** Mass (Amazon, Walmart, Target) and Grocery (Kroger, HEB, Publix, etc.).
- **Shelf Price:** Everyday and promoted shelf price by retailer. Include any additional discounts such as digital coupons, fuel rewards, etc..

1.2 Enrichment Data (The "Context" Layer)

The agent pulls external variables to qualify pricing recommendations:

- **Weather Logic:** High-heat index correlations for bottled water demand.
- **Inventory Levels:** "On-Hand" vs. "In-Transit" at the retailer level to prevent promoting Out-of-Stock (OOS) items.
- **Retailer Purchase Price (COGS):** The "Wholesale" price the retailer pays, used to calculate their "Penny Profit" and assess their willingness to promote.

Mockup: Configuration Dashboard

Dimension	Source	2026 Baseline Value	Strategic Impact
Regional Weather	NOAA API	☀️ Southeast: 92°F / Southwest: 95°F	High Elasticity: Consumers less price-sensitive in high heat.

Dimension	Source	2026 Baseline Value	Strategic Impact
Retailer Inventory	EDI/Retailer Portal	Kroger: 12% OOS / Walmart: 98% In-Stock	Constraint: Flag "Do Not Promote" for low-stock retailers.
Retailer COGS	Internal ERP	\$1.42 per 1L (Wholesale Price)	Margin Floor: Agent cannot suggest retail below \$1.55.
Historical Volume	POS Data	55% of volume in 1L / 15% in 500mL	Weighting: 1L price gaps prioritized in logic.

Step 2: The Ingestion Matrix (The Normalized View)

The **Harvesting Agents** execute a multi-channel scrape and normalize the data into a single matrix. This view allows you to see exactly how your pricing differs by retailer and price type at a glance.

Mockup: Retailer x Brand Pricing Matrix (Week of April 6, 2026)

Metric: Price per Ounce (\$/oz) is calculated as:

$$\{\text{Price per Ounce}\} = \{\text{Shelf Price}\} \setminus \{\text{Pack Size}\}$$

Everyday Price Analysis

Retailer	Evian 1L	Fiji 1L	Evian \$/oz	Fiji \$/oz	Gap
Amazon	\$3.35	\$3.85	\$ 0.099	\$ 0.114	-13%
Kroger	\$3.15	\$3.45	\$ 0.093	\$ 0.102	-9%
Publix	\$3.49	\$3.25	\$ 0.103	\$ 0.096	7%
WalMart	\$2.89	\$2.95	\$ 0.085	\$ 0.087	-2%

Promotion Status

Retailer	Connection	Status	Last Update	Active Promos Detected
Amazon	API	✓ Active	08:15 AM	1 (Subscribe & Save)
Kroger	Scrape	✓ Active	07:30 AM	2 (Digital Coupons)
Publix	Scrape	✓ Active	09:12 AM	1 (BOGO on 1L)
WalMart	API	✓ Active	08:12 AM	None

Promoted Price Analysis

Retailer	Evian 1L	Fiji 1L	Evian \$/oz	Fiji \$/oz	Gap
Amazon	\$3.05	\$3.25	\$ 0.090	\$ 0.096	-6%
Kroger	\$2.50	\$2.60	\$ 0.074	\$ 0.077	-4%
Publix	\$1.75	\$1.63	\$ 0.052	\$ 0.048	8%
WalMart			\$ -	\$ -	N/A

Step 3: Internal Price Ladder (Brand Harmony)

The **Logic Agent** audits your internal sizes to ensure "Consumer Logic." Larger packs must maintain a lower price-per-ounce than smaller packs to prevent "Internal Inversion."

Mockup: Evian Portfolio Audit

Format	Base Price	\$/oz	Vol. Weight	Status
500mL Single	\$1.89	\$0.111	15%	● Correct
1L Single	\$2.49	\$0.073	55%	● Anchor
6-pk 1L	\$15.99	\$0.078	30%	● Inversion

Agent Insight: Consumers are paying MORE per ounce to buy a 6-pack (\$0.078) than a single bottle (\$0.073) at current prices. This is eroding bulk-buy trust.

Step 4: Competitive Gap Analysis (Positioning)

The **Insight Agent** measures the "Premium Distance" between Evian and Fiji. If the gap is too wide, volume shifts; if it's too narrow, you're leaving margin on the table.

Mockup: Evian vs. Fiji Premium Gap

$$\{\text{Gap \%}\} = \{\text{Evian Price/oz}\} - \{\text{Fiji Price/oz}\} \div \{\text{Fiji Price/oz}\} \times 100$$

Retailer	Evian \$/oz	Fiji \$/oz	Real Gap %	Strategic Zone
Walmart	\$0.070	\$0.067	+4.4%	● Parity
Kroger	\$0.081	\$0.074	+9.4%	● Within Guardrail

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Retailer	Evian \$/oz	Fiji \$/oz	Real Gap %	Strategic Zone
Stop & Shop	\$0.092	\$0.072	+27.7%	● High Risk

Step 5: Omnichannel Erosion Audit

The **Auditor Agent** is looking for channel conflict. If Amazon is significantly cheaper than Kroger, the grocer will demand "Price Protection" credits from you, eroding your net margin.

Mockup: Cross-Retailer Transparency

SKU: Evian 1L Single

Retailer	Channel	Price / oz	vs. Amazon Gap	Erosion Status
Amazon	Online	\$0.068	--	Baseline
Meijer	In-Store	\$0.085	+25%	● High Risk
Target	Omnichannel	\$0.072	+5.8%	● Safe

Step 6: Strategy & Execution (The Command Log)

The **Learning Agent** synthesizes all inputs—weather, inventory, competitive gaps, and omnichannel friction—into a set of "Smart Actions."

Mockup: Agentic Command Log

1. **Stop & Shop: ACTION:** Approve a temporary price reduction (TPR) to \$2.79 on 1L units. *Reasoning:* Fiji's +27% gap is driving high volume loss. Weather is cooling, so demand won't bail us out.

2. **Amazon: ACTION:** Increase 1L price by \$0.12. *Reasoning:* Current pricing is 3% below Fiji. Inventory is healthy, and heat index is rising; volume will remain stable despite the increase.
 3. **Kroger: ACTION:** Flag "Do Not Promote." *Reasoning:* Retailer inventory is at 12% OOS. A promo here would lead to empty shelves and "Out of Stock" fines.
 4. **Portfolio Fix: ACTION:** Reduce 6-pk 1L price to \$12.99 to reset the price ladder and resolve the internal inversion.
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Step 7: Delivery & Integration

The system is designed for Real-Time Responsiveness.

- **Slack/Teams Integration:** High-priority alerts (e.g., "Fiji dropped price 20% at Walmart") are pushed to the Category Manager's mobile device instantly.
- **Weekly Strategic PDF:** A comprehensive roll-up of margin health and volume-weighted gaps is emailed to the executive team every Monday at 8:00 AM.
- **Direct ERP Push:** Validated pricing recommendations can be sent directly to your pricing software for "One-Click Approval."
- **Conversational Intelligence:** The ability to have a conversation with an agentic agent to review the recommendations, ask questions, define next steps for automation to execute.

ahatis is uniquely positioned to solve the complexities of modern PPA through its core pillars of **Business Process Acumen, Cognitive Automation, Modernized Data Architecture, and Conversational Intelligence:**

- **Multidimensional Contextualization:** While others look at price, we look at the **why**. By integrating weather patterns, real-time inventory levels, and wholesale COGS, ahatis ensures that every recommendation is optimized for both volume and "Penny Profit" for the retailer.
- **The Normalized Global Matrix:** Our agents autonomously ingest and normalize disparate data from APIs and scrapers across the entire retail network (Amazon, Walmart, Kroger, HEB, etc.). We provide a "single source of truth" for your everyday (EDP) vs. promotional levels.
- **Omnichannel Friction Defense:** ahatis identifies "Showrooming" risks where e-commerce transparency forces margin erosion. A-Rep flags these channel conflicts instantly, preventing regional grocers from demanding costly price protections.
- **SaaS Rationalization & Data Integrity:** We don't just add another tool; we modernize your data architecture. By rationalizing your SaaS portfolio, we ensure that A-Rep is fueled by high-fidelity, non-redundant data, leading to higher decision accuracy.

Why ahatis is the Strategic Choice

1. **From Strategy to Delivery:** ahatis doesn't just offer a "Use Case"; we offer a **Strategic Delivery** model. We help optimize your organization's structure to ensure your human teams are empowered, not replaced, by agentic workflows.
2. **Proven Enterprise Expertise:** Trusted by global enterprises, ahatis specializes in **Revenue Growth Management (RGM)**. We understand that true growth is the equilibrium between volume, margin, and market share.
3. **The Agentic Edge:** With A-Rep, your pricing isn't updated weekly—it's updated at the speed of the market. Our system provides a **Tactical Command Log** that pushes high-priority alerts directly to Slack or Teams, ensuring you are always the first to act.

