

GK AIR Price Optimizer at bc GmbH

The smart  
component for  
ideal prices

# Quick Facts

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## About bc GmbH

bike-components (bc) was founded in 1997 and currently employs over 200 people. What makes the company special is that its employees are enthusiastic cyclists themselves – they know the needs of the community from their own experience. At bike-components, the focus is on service. A user-friendly online shop, qualified advice on an equal footing, a comprehensive product portfolio, and fast, reliable delivery ensure a successful shopping experience. In 2025, bike-components was voted “Best Bike Shop of the Year” for the tenth time in a row by readers of Germany's largest mountain bike platform, MTB-News.de.

## Challenge

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Reducing the high workload in price management

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Increasing the frequency of price adjustments

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Integration of automated and transparent pricing with clearly defined rules

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Optimizing sales and returns across the entire product range and various sales channels

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## Solution

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Introduction of automated, strategic pricing for 70,000 items in stock and 340 brands

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Price updates based on customer behavior and competition: 50,000–120,000 price changes per week

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Implementation of flexible product sales and elimination of single point of failure risks

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Creation of capacity for strategic pricing decisions through automated price determination

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# Overview

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bike-components started at the end of the 1990s with its own B2C web shop and is now also active in the B2B sector and on various online marketplaces. In addition, the company operates a network of local specialist dealers who act as distributors. The product range comprises over 70,000 items, which are stored in a logistics area of 22,000 square meters.

## Architecture that thinks for itself: combining efficiency and future-proofing

In order to increase operational excellence and secure the future viability of the company, bike-components initiated a two-year change program in 2023. The goal was to transition from a monolithic IT structure to a best-of-breed sys-

tem landscape in order to meet the requirements of modern, customer-centric omnichannel retail.

The bicycle specialist replaced its previous legacy system with best-of-breed solutions and integrated the various PIM, ERP, logistics (WMS), pricing, and data BI systems for purchasing. These technological innovations are a key milestone in the strategic realignment toward data-driven working methods and greater efficiency.

The internal project name was “bc Roadgap.” In biker slang, this term describes a steep trail with a ramp to cross a road—an image of a daring but rewarding maneuver. Applied to the project, this meant an ambitious undertaking that required courage and precision to steer safely into the future. A tight schedule defined the milestones—even the biggest challenges, such as structuring complex data and the parallel live operation of new systems, were successfully mastered.

In February 2025, the time had come: the entire new backend architecture went live in a “big bang” launch. All systems were transferred to productive operation simultaneously – without any restrictions for customers.

This approach is a first in the industry and was met with great recognition from market competitors.



## Intelligent price management made easy – thanks to AI

### Decision in favor of an AI-based tool

To implement efficient price management, bike-components decided to implement the GK AIR Price Optimizer. The all-in-one price optimization tool ensures automated, transparent, and profitable pricing for every sales channel. The tool automatically takes into account complex interactions between consumer demand, market conditions, and competition.

### Seamless, tailor-made integration

As one of the best-of-breed solutions in the “bc-Roadgap,” the GK AIR Price Optimizer was flexibly adapted to the implementation concept of bike-components and seamlessly integrated.

The successful integration required, in particular, a solid database and the connection to internal and external systems via powerful APIs, which

were secured during the course of the project. The pricing solution was thus closely integrated with the other components of the new architecture to ensure smooth and consistent data exchange.

The requirements for the tool and bc's objectives were integrated into the setup and implementation phase of the GK AIR Price Optimizer. Continuous and transparent communication, as well as the rapid implementation of the work packages within the five-month project period, enabled the AI solution to be put into operation quickly.

The result is an integrated system that efficiently maps complex pricing processes and establishes a foundation for scalable price management.

# Solution

## Processing large amounts of data

The GK AIR Price Optimizer efficiently processes huge amounts of data. The tool helps bike-components make pricing decisions based on granular and highly up-to-date data – which is particularly important in the competitive bicycle industry.

## Precise price management through valid data

In order to make optimal use of the GK AIR Price Optimizer, bike-components paid particular attention to the quality and availability of the relevant data. This includes:

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Master data such as purchase price, manufacturer's suggested retail price (MSRP), and initial selling price

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Transaction and click data for analyzing customer behavior

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Market price data for monitoring the competition

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Product information such as segment affiliation, VAT rate, and current stock levels

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This data forms the basis for the automated calculation of optimal assortment prices – always in line with the previously defined pricing strategy. Not only is the data flow to the pricing system crucial, but also the return of the calculated prices to central systems such as ERP and PIM in order to ensure a consistent workflow.

Solution

## Effective price management through strategy

bike-components uses the pricing tool in its day-to-day business to implement its pricing strategy systematically and automatically. Clearly defined rules have enabled the bicycle retailer to reduce its dependence on individual knowledge carriers. At the same time, the solution enables a differentiated pricing strategy across the entire product range and all sales channels, taking into account individually set price guidelines.

Another advantage: the frequency and granularity of price adjustments has been significantly increased, enabling bike-components to respond flexibly and quickly to market changes.

## From strategy to implementation in just a few clicks

The GK AIR Price Optimizer offers a user-friendly interface that enables quick and intuitive use. Pricing strategies can be configured efficiently and the training required for employees is minimal. Bike-components uses a wide range of functions from the price management solution in its daily operations, including the following:

**Segmentation:** Content categorization down to product level for targeted price control.

**Global price limits:** Definition of minimum and maximum prices based on master data such as purchase price (PP) and manufacturer's suggested retail price (MSRP).

**Local price limits:** Rules for specific product clusters for fine control within defined segments, e.g., as guidelines for continuous depression over the course of the season.

**AI-supported price calculation:** Automated price calculation for the entire product range based on customer behavior, inventory, competitor prices, and intelligent similarity analysis for pricing data-poor products (long tail).

**Price rounding:** Rules for mapping the desired price display, including price appearance, key price points, and psychological price points.

## Solution

**Review process:** Review of calculated prices using transparent and comprehensible presentation of each pricing decision, including forecasts for sales, revenue, and margins at the product level.

The operational pricing process at bike-components follows a clearly structured procedure: the product range is segmented, a pricing strategy is defined for each product group, and the AI prices are validated by review. This methodical approach ensures transparent pricing and forms the basis for scalable price management and sustainable economic advantages.

*“With GK AIR Price Optimizer, we manage our prices automatically and precisely at the segment level—based on internal and external data feeds and our target metrics.”*

Sascha Preuth,  
Head of Pricing at bc

## Price controls inventory – efficiently with markdown pricing

In the seasonal bicycle trade in particular, the timely sale of bicycles and accessories are crucial to remaining competitive and market-oriented. When products approach the end of their life cycle—for example, discontinued models or when the cycling season ends—the focus increasingly shifts to selling them by a certain date.

Bike-components uses markdown pricing as its pricing strategy: the algorithms of the GK AIR Price Optimizer take into account the current stock level and the target sales date for each product and dynamically adjust prices to demand. This ensures optimal sales, reducing stock to zero by the target date and protecting margins. An effective tool for avoiding surpluses and better managing inventory.

## Solution

## Trust-based project collaboration as the key to success

The implementation of the price management solution by GK AIR was carried out in close coordination with the specialist retailer. The collaboration was always based on trust and solution-oriented. From the initial analysis to the strategic configuration and go-live, all steps were communicated transparently and coordinated jointly.

Thanks to GK AIR's many years of pricing expertise in retail and the joint development of industry-specific requirements, the solution could be integrated precisely and quickly put into productive use. Continuous support and open communication create a stable basis for the long-term success of bike-components' price management.

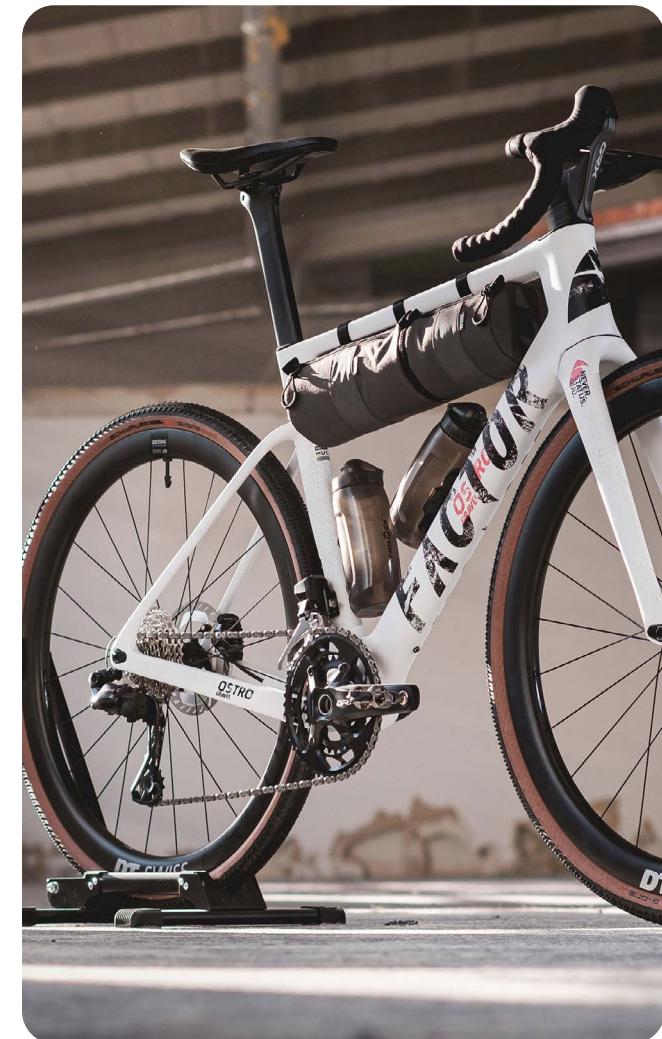
## Solution

Sascha Preuth, Head of Pricing at bike-components, says: "We appreciate the competent project support provided by the GK AIR team and are impressed by the range of functions and performance of the GK AIR Price Optimizer. Since its introduction, we have been able to significantly simplify and automate our internal pricing processes, giving our team more time for strategic tasks."

### Next steps: Scaling to additional systems and countries

With the direct improvement of the status quo, bike-components plans to gradually expand the GK AIR Price Optimizer integration to additional customer channels—including the B2B online shop, various marketplaces, and other country shops as part of its internationalization strategy.

The goal is to implement a cross-channel pricing strategy that also leaves room for country-specific requirements and individual market conditions.



GK Software SE

Waldstraße 7

08261 Schöneck

Germany

P +49 37464 84 - 0

F +49 37464 84 - 15

[info@gk-software.com](mailto:info@gk-software.com)

[www.gk-software.com](http://www.gk-software.com)



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