

Press information – for immediate release

Global optics/medtech player puts pricing in focus through Navetti PricePoint™

Navetti, a leading European provider of price optimization solutions through its software suite Navetti PricePoint™, is pleased to announce that it has been chosen to provide a full platform of pricing solutions by a leading global optics and medtech group. The system will start to be deployed already this year, and during 2018 the intention is for the price optimization system to be used across the company's entire European business operations.

“We are of course extremely proud of this contract”, says Ingemar Ylikangas, VP Sales at Navetti. “The client is active in a highly complex market, with both private and public-sector customers across Europe, and with single off-the-shelf products as well as totally customized solution. Hence, they have chosen a wide range of solutions in our Navetti PricePoint software suite to fully satisfy their business needs. PriceManagement helps them set prices based on the market's perceived value equation, whereas the MarketManagement module manages the differences between different countries and customer types. The third module, DealManagement, helps our client manage prices across different distribution channels and routes to market with different commercial conditions, whereas the fourth module, PerformanceManagement, is the optimal tool to evaluate the different pricing initiatives and activities the client carries out.”

ABOUT NAVETTI

Navetti offers a unique combination of advanced price optimization software and consulting expertise. Navetti PricePoint™ is the acclaimed software suite, an essential tool for day-to-day price optimization across all aspects of pricing strategy. This is supported by the expertise of the consultants at Navetti Consult™ that help customers achieve increased profits faster through insightful value-based pricing strategies and rapid system deployment. Originally developed to solve the complex pricing challenges in large international B2B markets, Navetti's approach of Operational Pricing is today equally at home in B2C e-commerce applications, as demonstrated by a large and growing number of blue-chip customers.

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