



*Press information – for immediate release*

## **Navetti to Shed Light on Trading Risk Management for Operational Pricing at NYPS 2017**

Representing the leading provider of price optimization software and services in Europe Kalle Aerikkala, the Head of Activities for Navetti in Finland, will be speaking at the [Nail Your Pricing Strategy](#) summit in Berlin on Wednesday, September 13<sup>th</sup> 2017, on how price development occurs within the different stages of pricing maturity.

Kalle Aerikkala, who has worked within the pricing and product management profession for the last ten years, has ample experience in implementing new pricing tools and strategies from the perspectives of both client and solution provider. He will be navigating his audience through the different levels of price optimization, and extending a guide on to how to make these efforts operational, from a strong pricing framework foundation to the management of trading risk.

“The beginning of all wisdom is acknowledgement of facts,” explains Aerikkala, quoting Juho Kusti Paasikivi, the 7<sup>th</sup> president of Finland during 1946 -1956. “Perfect pricing can be read and studied, but in order to implement it in a way that makes it truly operational it must be adjusted to suit the specific company at that specific time. Pricing improvement is often both gradual and evolutionary, with suitable step changes to speed up the development where required. To achieve this, one needs to take an honest look at the current situation and employ a long-term vision while maintaining a pragmatic short-term implementation plan that won’t lose momentum.” Audience members can look forward to a number of case studies that Aerikkala will employ to demonstrate how Navetti accomplishes these tasks on a daily basis.

To connect with Kalle Aerikkala [visit his LinkedIn page](#) or contact him at [kalle.aerikkala@navetti.com](mailto:kalle.aerikkala@navetti.com)

To learn more about Navetti go to [www.navetti.com](http://www.navetti.com)

## **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.

For more information, please contact:

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