



Press information – for immediate release

Navetti Bridges the Gap Between the Theory and Practice of Price Optimization at the Aftermarket Business Platform

Navetti, the leading provider of pricing software and solutions, will host two discussions on how to make price optimization theory become reality at this week's Aftermarket Business Platform in Hamburg, Germany. Tunca Turkoglu, a pricing specialist at Navetti, will bring his extensive experience working with aftermarket pricing, as well as his knowledge from his research into using value based pricing strategies on service contracts to the discussions, where the elite of Europe's manufacturing companies share their views on the challenges of price optimization in the aftermarket business.

Turkoglu will be leading discussions on adopting, deploying, and managing successful price optimization projects, giving attendees insights into industry best practices, and how to avoid any pitfalls along the way. Many pricing projects are developed and driven from a central position, but struggle when it comes to implementing the central strategies across local markets and sales teams.

"Deploying a successful pricing strategy requires a taking a holistic view of the organization, and addressing both the central and local perspectives" explains Turkoglu. "Understanding how to harness local input can be crucial for making a central strategy relevant and applicable across multiple markets. In the same way, the central team needs to ensure it receives continuous feedback from the local markets when the pricing strategy becomes operational, so that the business advantages realized in the pricing projects continue to materialize and increase over time. Companies that manage these price optimization processes well often see the financial results in a matter of months."

The Aftermarket Business Platform is a three-day conference and exhibition in Hamburg, Germany. It is Europe's largest event of its kind for service leaders in the manufacturing business.

To read more about Turkoglu's research, visit [Navetti's website](#) or contact him at tunca.turkoglu@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:

Kelly Mae Spicer, Marketing Manager Navetti AB

kelly-mae.spicer@navetti.com, tel +46 (0)76 012 12 11