



Vendavo Acquires Navetti

Navetti, a leading European provider of price optimization solutions, today announced that its owners and management have accepted an offer to merge with Vendavo, a leading American provider of cloud-based commercial excellence solutions. Combining the resources of the two companies will create a dynamic global force in intelligent price management solutions with quick time-to-value for large and mid-size enterprises.

“Combining our powerful yet easy-to-use pricing solutions that focus on international pricing operations with Vendavo’s excellent reputation and market presence is very exciting,” says Andreas Westling, CEO of Navetti. “This will open up new markets for our technology and create new possibilities, not least within CPQ (Configure/Price/Quote), for existing Navetti customers as well. With our European roots and rapid system deployment and Vendavo’s sizeable presence with major enterprises in North America, we believe we truly are combining the best of two worlds.”

“Companies must constantly keep up with rapidly changing market conditions and customer buying preferences,” says Bruno Slosse, President and CEO, Vendavo. “And that is especially true when it comes to their pricing strategies and tactics. Prices must intelligently weigh internal and external factors in real-time and identify the optimal price point for enhanced profitability and customer retention. The addition of Navetti further delivers on this vision.”

With Navetti, Vendavo’s commercial excellence platform adds robust functionality in rules-based, customer value-focused strategic price management that reacts dynamically to changing market conditions, competitive price data sourcing, transfer price management, cost management, and cloud-based reporting and analytics. Navetti has sizable success throughout Europe and provides pricing solutions for B2B manufacturing and aftermarket customers, but also has a growing presence in pricing systems for e-commerce solutions for both B2B and B2C markets. This acquisition brings expanded market presence and vertical expertise to Vendavo and cements the company’s commercial excellence leadership for both the enterprise and mid-market.

Supporting resources:

[Learn more about Vendavo and Navetti and sign up for the Webcast](#)

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About Navetti

Navetti offers a 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. Navetti AB was founded in 2003 and is based in Stockholm, Sweden with additional offices in Dusseldorf, Germany, Paris, France and Helsinki, Finland. Learn more at www.navetti.com

About Vendavo

Vendavo powers the shift to digital business for the world’s most demanding B2B companies, unlocking value, growing margin and accelerating revenue. With the Vendavo Commercial Excellence platform, companies develop dynamic customer insights and optimal pricing strategies that maximize margin, boost sales effectiveness and improve customer experience. With an annual margin improvement totaling more than \$2.5 billion across companies in chemicals, distribution, high-tech and manufacturing, Vendavo delivers cutting-edge analytics and deep industry expertise that help companies stay one step ahead. Vendavo is headquartered in Denver, CO and has offices across North America and Europe. Learn more at www.vendavo.com