

Press release

Synchron Global Price Management puts service parts pricing on autopilot

The latest release of Synchron Global Price Management provides service parts price optimization with autonomous price changing and price dampening

STOCKHOLM, SWEDEN. 12 December 2011 – Synchron International AB – The latest advancement of the [Synchron Global Price Management](#) solution enables organizations to further streamline service parts pricing by running price changes as if on autopilot to ensure continuous price optimization. The solution also features price dampening functionality that facilitates performing structural price changes in steps over a set of price revisions. This functionality enables users to successfully apply major price changes to the market and sales channels.

For pricing organizations, automating the parts pricing process provides significant improvements with reduced manual processing, increased frequency of price changes to ensure continued price optimization, and the ability to react faster to market changes. Price dampening enables large price changes to be applied incrementally rather than as a one-off change that can violate contractual agreements and impact customer and distributor relationships.

Synchron Global Price Management is designed for manufacturing and distribution organizations to deliver effective strategies and structured processes for the service parts business. It supports each step of the parts pricing process with a defined framework for price setting, execution, communication and analysis providing advanced KPI and reporting functionality, multiple pricelist management and multiple currency capabilities. The solution enables companies to adopt a smarter, more sophisticated parts pricing approach to support global sales and distribution channels.

In October [Synchron announced that Konecranes Plc](#), one of the world's largest manufacturers of cranes and lifting equipment, had selected Synchron Global Price Management to strengthen its global aftermarket business with an improved service parts pricing strategy.

"Moving away from simplistic pricing methods, companies can quickly realize significant increases in service parts revenue, profitability and process efficiency" said Anders Zederfeldt, GPM Product Director at Synchron. "By eliminating unnecessary manual work and having a defined pricing process, organizations can set optimal parts prices on each market and sales channel".

About Synchron

Synchron is a global software company focused on supporting corporations in the manufacturing and distribution industry with leading edge, process centric applications to make significant improvements to customer experience and financial performance.

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Synchron maximizes global supply chain performance, easily. Our groundbreaking IT solution, leveraging existing IT infrastructure, is rapidly implemented. Within six to twelve months, it yields performance improvements of 20-30% in three major areas: customer service levels, supply chain process efficiencies and stock level reductions.

We deliver superior results to our customers through combining software expertise with extensive experience from selected industry sectors within manufacturing and distribution.

Synchron delivers five key benefits: The ability to change a global business overnight, for example through connecting and disconnecting business relationships. The opportunity to increase service levels while lowering inventory, thanks to industry-leading algorithms. Increased lifespan of current IT investments through leveraging existing business process logic and IT systems. Quick results since implementation takes just three to six months. Access to industry thought leadership – we designed a revolutionary IT solution and continue ahead.

To stay ahead, many world-leading global companies have chosen Synchron: Alfa Laval, Atlas Copco, Electrolux, Metso, Renault Trucks, Sandvik, Smiths Aerospace, Tetra Pak, Toyota, Trelleborg, Volvo and VW.

Synchron has offices around the world.

Read more at www.synchron.com

Synchron's ERP-independent software solutions for [global inventory management](#), [global order management](#), [global price management](#) and [master data management](#) are implemented faster and at lower cost than other solutions. Synchron clients are market-leading companies within the industries of aerospace and defense, automotive, consumer and industrial products, industrial equipment, and mining and construction equipment. Synchron has offices around the world. Visit <http://www.synchron.com> for more information.

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