

PRESS RELEASE
For Immediate Release

SPOSEA announces the immediate availability of the BrightPrice DealManager Solution Suite on SAP® App Center

Eindhoven and New York - June 7th, 2017 - **SPOSEA**, a privately held company and software innovator in price optimization and management for the ERP and e-commerce software market, today announced the immediate availability of the [BrightPrice DealManager solution suite](https://www.sapappcenter.com/apps/13517-!overview) on [https://www.sapappcenter.com/apps/13517 - !overview](https://www.sapappcenter.com/apps/13517-!overview) through self-service, digitally enabled purchasing methods.

The BrightPrice DealManager suite of price management tools achieved SAP certification as powered by the SAP NetWeaver® technology platform, as well as for integration with applications on the SAP HANA® platform, in 2016. The solution integrates with SAP NetWeaver and SAP HANA, and delivers deal management, customer pricing quotation, price data maintenance and management, and real-time data science to help customers identify sales opportunities most likely to close, offers most likely to sell and prices most likely to win.

“The SAP App Center is an ideal digital marketplace to sell an offering like the BrightPrice DealManager solution suite,” said SPOSEA CEO Anjo De Heus. “It will help customers to quickly access BrightPrice DealManager in a convenient, one-stop procurement experience and leverage its features and functionality quickly and easily. And offering it on the SAP App Center will allow us to increase our brand awareness in a key target market.”

SPOSEA BrightPrice DealManager is gaining popularity in the price management and optimization market, and because of its ongoing success, SPOSEA has decided to step up its efforts to increase its visibility in the software market by making its solutions available through SAP App Center.

With its customer-first approach, SPOSEA provides a practical and prescriptive approach to integration with the SAP NetWeaver platform:

Improved integration with SAP software – For sales teams, the new cross-system integration provides faster and more robust price guidance during the quoting process. Customers can gain insights into optimal, real-time pricing for deals, revealing opportunities with the highest probability of closing and prices that are most likely to win.

Enhanced data tools – With the new extraction tools for the ABAP® programming language, SPOSEA customers benefit from synchronized pricing configuration and reference data, enabling quicker insights on price optimization during the ordering and quoting process. SPOSEA customers now have a simplified process for loading and maintaining critical information, such as currencies, exchange rates, units of measure, pricing condition types, condition tables and access sequences.

Direct data integration – In addition to BrightPrice DealManager’s integration with SAP software, BrightPrice DealManager is an ABAP add-on, helping customers simplify price data synchronization. It is installed in SAP software directly, unlike other products that require additional integration.

SPOSEA is an SAP partner in the [SAP PartnerEdge®](#) program in the “build” model.

About SPOSEA

SPOSEA B.V. aims to drive profitability by SIMPLIFYING price data optimization, management and execution in SAP software. SPOSEA enables companies running SAP software with enterprise-wide price management, increasing margins through optimized prices. With its family of products, BrightPrice Manager, BrightPrice DealManager, BrightPrice MarketDynamics and Darwin Pricing, SPOSEA provides its customers with integrated solutions for effectively managing pricing in SAP software.

Sposea B.V., headquartered in Eindhoven, the Netherlands, and offices in Morristown, New Jersey; and Kerala, India.

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