

PRESS RELEASE

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DPD Deutschland continues to implement innovative technologies by selecting the Open Pricer platform

Following an international tender process, DPD Deutschland selected Open Pricer for its pricing automation and optimization project. The German subsidiary of DPDgroup aims to set the fairest price for each contract in a post-covid context, complicated for the industry.

DPD Deutschland - a part of Europe's largest parcel service network, DPDgroup - entered into a partnership with the leading pricing software provider for parcel carriers, Open Pricer, after an international tender. This new project is an essential part of DPD's digitization roadmap.

The Open Pricer platform will play a key role in adapting the German group's pricing to the post-covid environment characterized by demand volatility and record inflation. It will lead to a higher productivity by providing more integrated pricing processes for the carrier's sales and pricing teams. Additionally, DPD Deutschland's commercial efficiency will be improved by the reduction of quotation cycles, the standardization of processes and better control.

The first phase of the project consists in the implementation of Open Pricer [Smart Quote](#) CPQ, including shipping profile simulation to estimate the margin of each future deal and rate card recommendation based on the Fair Price model - a benchmark with the price of similar contracts. Once validated into the platform the rate cards will be automatically exported to SAP.

Phase 2 will consist in the implementation of the [Smart Contract](#) and [Rerating Campaigns](#) modules. At this stage Open Pricer will become the contract and rate card repository for DPD. It will be integrated with DPD's new CRM through web services, APIs and iFrames. Open Pricer set of price optimization modules tailor-made for parcel networks including [Dynamic Pricing](#) are also envisioned as potential extensions.

"DPD is seeking to always offer the right price to customers based on their shipping profile and service requirements. As we are evolving in a market becoming more dynamic, we have identified that we need an integrated system to guide our sales and pricing teams in this

process. We have selected the Open Pricer platform because it is a mature solution for our industry. Because it is data-driven, price recommendations continuously adapt to a changing market environment” said Andreas Thams, Chief Sales Officer of DPD Deutschland.

“We are honored to have been selected by DPD Deutschland and are very excited to work with DPD’s team to automate pricing processes and to improve pricing performance.” said Daniel Rueda, Chief Executive Officer at Open Pricer.

ABOUT DPD DEUTSCHLAND

DPD Deutschland is part of the international DPDgroup. The No.1 on the European parcels market combines innovative technologies with a high level of local expertise. With pioneering solutions, energy-efficient systems, sustainable logistics concepts and consistent focus on the needs of all shippers and consignees. DPD offers a convenient, flexible and effective service for parcel shipping to and from private and business customers.

www.dpd.com/de/en/

ABOUT OPEN PRICER

Open Pricer provides a cloud-based pricing platform that empowers carriers to sell smarter and faster, thus improving their financial performance. This solution is based on our extensive experience gained from working for many years with global market leaders. It will help your teams to improve pricing strategy, build more accurate quotes, optimize price increase campaigns, effectively monitor contracts to retain customers and maximize their lifetime value.

CONTACTS

www.openpricer.com

Elodie Randrianjatovo

Marketing & Communication Manager

erandrianjatovo@openpricer.com