

SYMSON Acquires Assets of Dynamic Pricing Specialist Optiprice, Strengthening Its Leadership in AI-Driven Pricing Solutions

ROTTERDAM, The Netherlands – 4 April 2024 – In a strategic move that underscores its dominance in the AI-driven pricing solutions sector, SYMSON is proud to announce the acquisition of assets from OptiPrice, a renowned dynamic- and competitor pricing specialist known for its exceptional capabilities tailored to the eCommerce and retail sectors. This acquisition signifies a pivotal step in SYMSON's ongoing commitment to enhancing and expanding its intelligent pricing platform with cutting-edge technologies and integrations.

OptiPrice is known for its advanced dynamic pricing platform, which excels in offering users the ability to craft and implement complex pricing strategies with ease. Its platform is esteemed by a significant clientele within the retail industry, including high-profile names such as Technische Unie, Musthaves.nl, Eurol and BTC Retail, illustrating its pivotal role in advancing pricing strategies that cater to diverse market needs.

Through the acquisition of OptiPrice's assets, SYMSON enriches its technological arsenal, introducing seamless plug-and-play connectivity with Channable. This integration facilitates effortless linkage with ERPs and numerous eCommerce platforms, such as BigCommerce, Shopify, and Magento, immediately extending the breadth and depth of solutions available to SYMSON's clientele. This enhancement is poised to significantly uplift the operational efficiency and strategic agility of businesses leveraging the SYMSON platform.

Vincent Gelink, CEO at SYMSON, expressed his enthusiasm about the acquisition: "The inclusion of OptiPrice's assets into our ecosystem brings us the specific deep eCommerce knowledge in the field of ROAS, and knowledge about adding deep flexible price rules in the competitor pricing features and monitoring area."

This acquisition underlines SYMSON's dedication to innovation and its pursuit of excellence in empowering businesses with sophisticated, data-driven pricing strategies. It further strengthens SYMSON's position as a market leader for Algorithm pricing in the Benelux, committed to using the knowledge and experience of each OptiPrice customer to set a major step in conquering the UK, Nordics, and USA market.

For detailed information about SYMSON's expanded capabilities following the acquisition of OptiPrice assets, please visit www.symson.com

About Symson

SYMSON's mission is to empower businesses with Hyperlearning, our unique approach that blends human expertise with technology, specifically artificial intelligence (AI), to continuously innovate and acquire new knowledge. This method focuses on empowering companies to learn and adapt rapidly through smart pricing, enabling organizations to evolve with market changes and leverage intelligent pricing software for strategic decision-making.

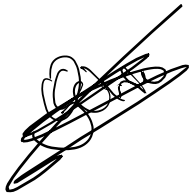
Enhanced Margin Insights: With the power of AI, elasticity, and pricing algorithms, SYMSON delivers critical insights, enabling your company to set more effective prices and potentially earn 2% more margin.

Pricing Strategy Automation: Move beyond Excel and leverage SYMSON's price builder to automate and elevate your pricing strategy, saving time and resources while enhancing decision-making.

Leverage AI and Market Data: Utilize AI, sophisticated pricing algorithms, and competitor data to optimally position your offerings in the market. SYMSON makes AI accessible and practical, providing you with a competitive edge.

Stay tuned for more updates as we embark on this exciting new chapter.

Yours Sincerely



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