

## PRESS RELEASE

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### **Loggi selects Open Pricer to Enhance Pricing Efficiency and support Growth**

Open Pricer, a leader in pricing optimization solutions, is proud to announce its partnership with Loggi, a Brazilian company that is transforming logistics through technology. This collaboration will leverage Open Pricer's advanced pricing platform to bring efficiency, consistency, and intelligence to Loggi's commercial operations, marking another milestone in the company's journey to revolutionize logistics in Brazil.

As Loggi seeks to enhance its market positioning amid increasing competition and complex pricing dynamics, the integration of Open Pricer's solution aims to transform their pricing strategy. With a vast territory to cover and a high volume of pricing data, Loggi is moving away from a traditional cost-plus pricing model. The goal is to empower sales teams with accurate and optimized pricing for each customer, eliminating the need to sift through numerous rate cards and reducing the sales cycle length.

The rapid influx of new competitors offering aggressive pricing, coupled with the necessity for continuous updates to service coverage zones, has underscored the urgent need for a data-driven pricing solution. Open Pricer's machine learning-powered Fair Price model will provide Loggi with the ability to offer discounts tailored to specific customer profiles, ensuring that pricing decisions are fast, competitive and fair. Furthermore, the API-based integration will facilitate seamless connectivity with Loggi's existing systems, establishing a unified and reliable source of truth for pricing.

"Loggi is on its way to building a scalable and efficient delivery network that meets the demands of a rapidly evolving market. Partnering with Open Pricer allows us to reduce time to quote, and offer data-driven rates tailored to each customer." said Thibaud Lecuyer, CEO of Loggi.

"We are delighted to partner with Loggi, a company that thinks digital like us, to support both their expansion and profitability," said Daniel Rueda, CEO at Open Pricer. "Our mission is to empower Loggi with the solutions and insights needed to navigate complex pricing challenges and support their ambitious business goals."

The benefits of this collaboration are already becoming apparent, as Loggi's commercial teams now enjoy greater control, visibility, and consistency over the prices offered to clients. This partnership not only aims to enhance operational efficiency but also positions Loggi for sustained success in the competitive landscape of parcel delivery.

## **ABOUT LOGGI**

Loggi was founded in 2013 and is based in São Paulo, Brazil. Through the years, the company has been connecting Brazil, using technology to reinvent logistics with a fast, cost-efficient, and reliable network. It is referenced in courier deliveries through cost leadership enabled by tech, leveraging AI to transform logistics and meet the needs of a vast and diverse country. It serves major e-commerce players, SMBs and individuals on their shipping needs, and has a capacity to process 1 million packages/daily and has more than 20.000 corporate clients. Loggi is unlocking the growth of the on-demand economy, supporting new commerce for Brazil.

<http://www.loggi.com>

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## **ABOUT OPEN PRICER**

Open Pricer provides a cloud-based pricing platform that empowers businesses 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**

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