

# SPOSEA acquires ICE expanding its SAP pricing capability beyond design and tooling



SPOSEA Holding B.V. (SPOSEA), a leading provider of SAP digital pricing software, is pleased to announce the acquisition of Integrated Commercial Excellence B.V. (ICE™) an international sales, marketing and pricing management consultancy. The acquisition was completed 24/08/2018.

“The acquisition will allow SPOSEA to provide clients with end to end support for the total digital commercial excellence journey. Whether clients need help developing pricing strategy, implementing pricing tooling, optimizing processes or transforming ways of working across commercial, operational and financial functions, we can step in to help at any point in the journey,” said Walter Wijnands, CEO of SPOSEA. “Through the acquisition of ICE, we gain access to an experienced team of consultants with knowledge of how to drive sustainable commercial excellence programs in large and complex multi-national organizations. We are already busy growing this consultancy team to help our clients ensure successful implementation of commercial excellence change projects.”

“Combining our capabilities opens up some really exciting opportunities. We’re now in an ideal position to pair great pricing technologies with innovative business approaches so that we can create practical and scalable business solutions that deliver real bottom line performance improvements, said Phil Coady, Partner of ICE: “Joining SPOSEA enables us to introduce world-class digital pricing innovations to a global client base of SAP users, while offering end-to-end commercial excellence services to our existing clients.”

Walter Wijnands, CEO of SPOSEA said “It all boils down to developing better ways of working by getting people and modern pricing technologies working smoothly together.”

The new combined organization will trade as SPOSEA, delivering the BrightPrice suite of digital pricing tooling, commercial excellence expertise and transition services.

## About SPOSEA

SPOSEA, headquartered in Eindhoven, The Netherlands, aims to drive profitability by SIMPLIFYING price optimization, management and execution in SAP software. SPOSEA enables companies running SAP software with enterprise-wide price and deal management tools, increasing margins or market share. The BrightPrice suite is an innovative and growing pricing software platform consisting of BrightPrice Manager and BrightPrice DealManager.

For more information, please visit [www.sposea.com](http://www.sposea.com) or contact: [info@sposea.com](mailto:info@sposea.com).

## About ICE

ICE, headquartered in The Hague, The Netherlands, partners with B2B clients around the world to improve sales and marketing effectiveness. By identifying what works best in an organization and building on those strengths, they develop practical approaches to improve commercial performance through the integration of people, processes and modern (commercial) technology.

ICE is an official implementation partner for Zilliant in Europe, helping organisations make the sales & marketing transformations necessary to gain the maximum ROI from the Zilliant AI-based pricing SaaS platform.

For more information, please visit [www.commercialexcellence.co](http://www.commercialexcellence.co) or contact: [info@intcommexc.com](mailto:info@intcommexc.com)

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