



# Stratinis announces Stratinis Pricing Suite IKAM Edition

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*International Key Account Management and Price Management are primary focus areas within sales management for multinational companies. Stratinis Pricing Suite IKAM Edition is the software solution to meet these needs.*

PR9.NET August 17, 2007 - London, United Kingdom – Stratinis, Europe's most recent provider of international price management solutions, today announced its newest software solution, Stratinis Pricing Suite IKAM Edition.

Based on strong demand for a pricing solution for managing prices and discounts with international key accounts, Stratinis has developed an International Key Account Management (IKAM) Edition of its Pricing Suite.

Stratinis Pricing Suite IKAM Edition offers much of the same functionality as in the Stratinis Pricing Suite Enterprise Edition but focuses on the pricing challenges companies face when selling the same product via subsidiaries in different countries to the same key account. It includes the ability to translate prices from one country to another, compare prices across countries, and enforce pricing rules across companies and offers strong pricing execution tools, including contract management and deal simulation.

With Stratinis Pricing Suite IKAM Edition, customers stand to benefit from an enhanced overview and understanding of international key accounts, management of prices and discounts for specific accounts, sharing of relationship information between key account managers around the globe and execution of local as well as international deals. Using Stratinis Pricing Suite, customers have the potential of improving net prices by 1-3% as well as mitigating pricing risks with some key accounts, worth easily 10% of net sales to those accounts.

Stratinis Pricing Suite IKAM Edition is currently being installed with some early-adopters. It is scheduled for general availability in Q4 2007.

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## About Stratinis

Stratinis is a young dynamic and quickly expanding software company, with headquarters in London, specialising in helping companies in doing better business internationally. Business is continuing to internationalise and companies face challenges in managing their business across multiple countries, from brand development to international customers who are capable of exploiting differences in pricing.

Stratinis offers software solutions to corporate customers in United Kingdom and around the world to address these international challenges.

We are proud to have our development offices both in London, United Kingdom and in Bucharest, Romania, where teams of skilled people develop our software.

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