MARKT-PILOT™ & MP ONE™

Media Kit

About MARKT-PILOT

MARKT-PILOT makes pricing effortless for machine manufacturers and transforms it into a consistent engine of growth. In a rapidly changing aftermarket, instinct and outdated pricing methods can no longer keep pace.

With its unified Pricing Performance platform MP ONE, MARKT-PILOT brings together market intelligence, pricing decisions, and performance measurement in one system. Manufacturers gain the clarity to understand their market, the confidence to make informed pricing moves, and the control to measure and improve performance.

MP ONE also enables teams to tailor pricing workflows across individual SKUs by combining real-time market data with their own internal data in a governed and scalable way. This gives manufacturers a structured and consistent method to apply pricing strategies, drive measurable impact, and strengthen pricing performance across their portfolio.

MARKT-PILOT supports more than 200 leading machine manufacturers worldwide. The company employs more than 150 people and is headquartered in Stuttgart (Germany) with additional presence in Chicago, Stockholm and Milan. Its technology is built on deep industry expertise and provides the transparency and precision manufacturers need to compete and grow in today’s dynamic economy.

www.markt-pilot.com

About MP ONE

MP ONE is the first Pricing Performance platform built for industrial manufacturers, ending the era of static pricing in volatile markets, and unlocking the era of growth for aftermarket and spare parts. MP ONE fundamentally changes how machine manufacturers and their aftermarket businesses understand, manage, and continuously improve pricing outcomes.

MP ONE integrates three purpose-built engines that work together as one continuous system.

The Intelligence Engine brings together fragmented parts data across the business into a single, governed view (master data, classes and segments, ERP/CRM/CPQ context, sales history and order volumes), then enriches it with external market signals (competitor prices, availability, cross-references). The result is a continuously updated, SKU-level understanding of how the market and your business are behaving right now, creating the launchpad for price performance management; not a backward-looking snapshot from six months ago.

Benefits:
- Real-time competitor & market intelligence across global and regional sources
- AI-powered cross-reference matching, OEM to aftermarket, across brands and suppliers
- Access to hard-to-reach intelligence
- Part classes & segmentation for targeted pricing strategies

The Decision Engine is where pricing gets done. Teams design strategies, set policies, and generate governed price lists, whether using cost-plus, market-based, or value-based models. Every pricing action is traceable, auditable, and explainable, giving customers full confidence in their pricing process.

Benefits:
- Flexible pricing operations & streamlined workflows
- Complex pricing engine: cost-plus, market-based, attribute-based, and custom models
- Price books & full traceability, know exactly why every price was set
- Segmentation & strategy design by part class, market, or objective

The Performance Engine measures the financial and operational impact of every pricing decision, so customers know how their decisions changed business outcomes. It provides clear learnings so strategies can be refined and profitability can accelerate.

Benefits:
- Portfolio performance tracking across SKUs, segments, and markets
- Continuous optimization—use performance data to refine and accelerate
- Revenue & margin analysis tied to pricing decisions
- Executive dashboards with drill-down

Read more about MP ONE

About the Executive board



Dr. Martin Ruth, CFO/COO, Managing Director, is responsible for Finance, People, and Operations at MARKT-PILOT, ensuring that resources, priorities, and processes align to fuel sustainable growth. Ruth brings extensive experience from his career at Boston Consulting Group (BCG) and KPMG, where he mastered structured thinking, problem-solving, and strategic execution. His leadership is characterized by a commitment to cross-functional ownership and translating vision into tangible results. Ruth has played a pivotal role in professionalizing internal processes and fostering a culture of trust and constructive feedback.

He is passionate about making Finance, People & Operations the true engines of strategic value. Ruth is known for bridging ambition and disciplined execution, helping MARKT-PILOT scale internationally while maintaining agility and customer focus. He sees building robust structures without losing the company's entrepreneurial spirit as his central mission.

"At MP, we have a once-in-a-lifetime opportunity: to scale something truly meaningful with the right mix of technology, talent, and timing."



Anurag Garg, Chief Product & Technology Officer, joined MARKT-PILOT to drive strategic alignment between product vision and technology, bringing firsthand experience from leadership roles in scaling SaaS and industrial IoT ventures. Garg previously grew as an industrial IoT startup that was acquired by Plex Systems (Rockwell Automation) and led product innovation at SafetyChain Software. At MARKT-PILOT, he leads the expansion of data-driven solutions, enhancing the company's capabilities in real-time market intelligence for OEMs. Garg is enthusiastic about collaborating with passionate, diverse teams and leveraging the expertise of partners such as Insight Partners and Capnamic.

"Pricing in the machinery industry has entered a new reality. Volatility is structural; planning cycles lag behind the market, and buyers expect B2C-level transparency. MP ONE is the first solution that makes pricing performance an effortless, measurable, governed discipline, not a one-off exercise, and it's the system manufacturers have been missing."

Read more about Anurag Garg



Stephen Fauth, Chief Revenue Officer, brings over two decades of enterprise technology and industrial manufacturing expertise to his role as Chief Revenue Officer. He is tasked with leading all revenue-generating functions globally and scaling MARKT-PILOT's impact in the fast-growing aftermarket segment. Fauth's previous achievements include driving regional and global growth at Tacton, leading the company's transition to a SaaS model, and overseeing strategy across multiple regions including North America, Europe, and Japan. His approach centers on delivering rapid, measurable value for customers and empowering high-performing teams across Sales, Marketing, and Customer Success.

"With MP ONE, manufacturers gain the confidence to change prices when they should, and performance control when they cannot. That's the shift: from pricing as an administrative task to pricing as a competitive advantage."

Read more about Stephen Fauth

Logos

RGB





CMYK

