MARKT-PILOT™ & MP ONE™

Frequently Asked Questions (FAQ)

What does MARKT-PILOT do?

We make software that helps industrial manufacturers price their spare parts and aftermarket products. Most manufacturers have hundreds of thousands of parts to price, and they typically update those prices once a year using spreadsheets and guesswork. Our platform gives them real-time market data and tools to make smarter, faster pricing decisions with built-in governance (approval workflows and permissions), full traceability (know exactly what was changed, when, and why), and transparency (clear visibility into how prices are performing). The result: pricing decisions that are faster, defensible, and measurable.

What is Pricing Performance?

Pricing performance is what happens when you connect three things that have traditionally been separate and broken in their own ways:

Market intelligence

has often been ad hoc, powered by basic scrapers, homegrown solutions, ERP add-ons, or even generic AI tools. While these approaches may offer directional insights, the data is rarely complete, consistent, or trusted enough to act confidently.

Pricing decisions

are still frequently driven by disconnected spreadsheets, static price books, or legacy price management systems; tools built to maintain prices, not to optimize them in real time.

Performance measurement

has been an afterthought: ad hoc reports, homegrown dashboards, no real way to measure whether a pricing decision actually worked, learn from it, and accelerate where there's traction.

We built a platform that connects all three in one system. For the first time, manufacturers can see the market clearly, make governed decisions based on that intelligence, and measure the impact of those decisions to learn and grow. Together, this is what makes pricing performance powerful, and why it has the potential to transform the entire aftermarket business.

What is MP ONE?

MP ONE is our unified pricing performance platform. It has three main parts:

- **Intelligence Engine:** Collects and organizes market data, competitor pricing, and your internal sales data so you can see what's actually happening
- **Decision Engine:** Helps you set and manage prices using that intelligence, with clear rules and approval workflows
- **Performance Engine:** Tracks the financial results of your pricing decisions so you know what's working

Why is MP ONE the first platform in this new Pricing Performance category?

MP ONE is the first unified platform that brings together market intelligence, pricing decisions, and performance measurement in one continuous system. Built on three integrated engines, Intelligence, Decision, and Performance, it enables manufacturers to know what's happening, act with confidence, and prove the impact. Unlike isolated tools, MP ONE provides end-to-end governance and transparency for aftermarket and spare parts businesses.

What is the "Static Pricing Gap"?

It's the problem that happens when you set prices once a year, but your market changes every day. Your price list gets out of sync with reality. You end up charging too little for some parts (leaving money on the table) and too much for others (losing sales to competitors). This gap costs manufacturers millions in lost margin every year.

Who are the customers of MARKT-PILOT?

We work with industrial machine manufacturers, companies that make machines and equipment for agriculture, construction, material handling, machine tooling, and similar industries. These companies typically have large spare parts catalogs (50,000 to over 1 million SKUs) that they manage and have large aftermarket segments in their business providing replacement parts for their machines. We have 200+ customers including companies like AGCO, Kubota, Bobcat, and Okuma.

Why is MP ONE different from other pricing software?

Most pricing tools do one thing: they either gather competitive data, or they help you manage/execute prices, or they report on results. They don't connect these steps. We built one platform that does all three, so intelligence flows directly into decisions, and the results flow back into better intelligence. It's a closed loop instead of separate tools.

How long does it take to implement MP ONE?

Weeks, not months. We integrate with your existing systems via secure REST APIs, data pipelines, and webhooks for ERP, CRM, CPQ, and data lakes. Your data stays in your systems; we connect to it rather than replacing anything.

Why is Pricing Performance relevant now?

There are two reasons: First, markets have become more volatile; tariffs, supply chain disruptions, geopolitical changes, and cost swings happen faster than annual pricing cycles can handle. Second, AI and data technology have matured to the point where this kind of continuous pricing intelligence is finally practical at scale. Manufacturers that adopt this approach now will have a structural advantage over those still pricing the old way.

How does governance work in MP ONE?

Every pricing decision on the platform is tied to data, has a clear audit trail, and goes through whatever approval workflow you set up. Manufacturers can see exactly why a price was set, who approved it, and what market evidence supported it. This matters for compliance, for internal alignment, and for having confidence that their pricing is defensible.

How secure is MP ONE?

We're SOC 2 Type II compliant and ISO 27001 certified. We don't share or use the for anything other than serving our customers.