



The PROS Platform

A Powerful and Intelligent Solution
That Optimizes Your Offers for Every
Selling Interaction

Optimizing Dynamic Pricing for Omnichannel Commerce

Fit for today's highly dynamic marketplace, PROS AI-powered pricing management and optimization capabilities allow pricing leaders to deliver tailored, market-relevant prices in real time to sales teams, eCommerce platforms, partners, and customers, ensuring personalized buying experiences for shoppers across all channels and maximized profitability for the business.

Business Challenges Addressed by PROS Platform:

- Siloed pricing tools and lack of access to a centralized system for prices
- Slow and manual price lists management
- Pricing inconsistencies and errors
- Inability to effectively incorporate external data in price strategies
- Long price change approvals
- Inability to coordinate pricing across many different sales channels
- Inability to provide market-relevant prices on time
- Difficulty handling increasing number of price requests

PROS SMART PRICE OPTIMIZATION AND MANAGEMENT

Omnichannel pricing management, to establish consistency, agility, and transparency in your dynamic price strategies.

Customer-specific price optimization, to ensure personalized pricing, tailored for every unique buying interaction, and selling context.

Pricing governance and transparency, through smart, configurable analytics.

Real-time price delivery across traditional and digital channels, using the most robust and highly scalable pricing engine.

Accelerating Quote-to-Cash with Sales Intelligence

Speed, precision, and personalization are at the forefront of buyers' needs. PROS AI-powered selling capabilities support all your sales workflows end-to-end: from creating and managing complex configurations and quotes for spot -buys, to modifying sales agreements and building long-lasting customer relationships.

Business Challenges Addressed by PROS Platform:

- Handling complex product and service configurations
- Slow and manual quoting
- Difficulty handling large-volume quotes
- Inability to effectively incorporate promotions, rebates, and discounts in quotes
- Quoting inconsistencies and errors
- Slow internal approvals
- Siloed and manual management of sales agreements
- Need for a centralized system of record for sales quotes and agreements

PROS SMART CONFIGURE PRICE QUOTE

Robust product catalogs, with guided selling, intuitive search, and personalized cross-sell recommendations.

Product and service configurations, allowing Sales teams to create complex combinations quickly and provide customized offerings to customers.

Performance quote management, through a powerful quoting engine capable of supporting complex and high-volume quotes.

Sales Opportunity Insights, helping companies find expansion opportunities and uncover customer churn threats.

Streamlined sales agreements, leveraging accelerated workflows for lifecycle management of customer contracts and sales agreements.