

Transform Customer Engagement with PROS Modern Commerce Solutions

Helmut Aichholzer
Alliance Manager

Guillaume Lebaud
Strategic Consultant



“ “ Game-changing executives recognize that putting the customer first is paramount to a successful digital transformation.

Andy Hoar, Anjali Yakkundi

Analyst, Forrester

The Forrester Wave™: B2B Commerce Suites, Q1
2017

FORRESTER®

The New Imperative

From:

TRADITIONAL COMMERCE

- Company in control
- Guesswork, selling on gut instinct
- Online/offline silos
- Standard, pre-defined offers

To:

MODERN COMMERCE

- Customer in control, fully informed buyers
- Selling on science, algorithms, machine learning
- Frictionless, omnichannel experiences
- Personalized offers

Barriers to Modern Commerce Experience



Slow Quoting
Process

Manual Outdated
Systems and
Processes

Single Siloed Sales
Channels

Impersonal and
Irrelevant Offers

Channel
Conflict

Continued Growth Hinges on a Better Sales Experience



53% of buying decisions are driven by the sales experience



50% of buyers choose the vendor that responds first



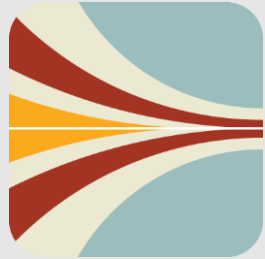
86% of buyers will pay more for a better customer experience and greater transparency

The Eight Pillars of Modern Commerce

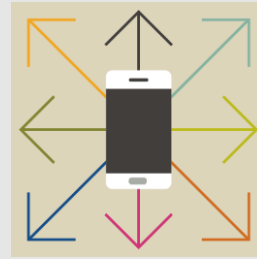
Driving Customer Success



Personalized



Frictionless



Omnichannel



Real Time



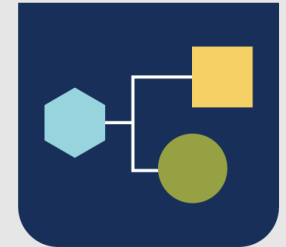
Transparent



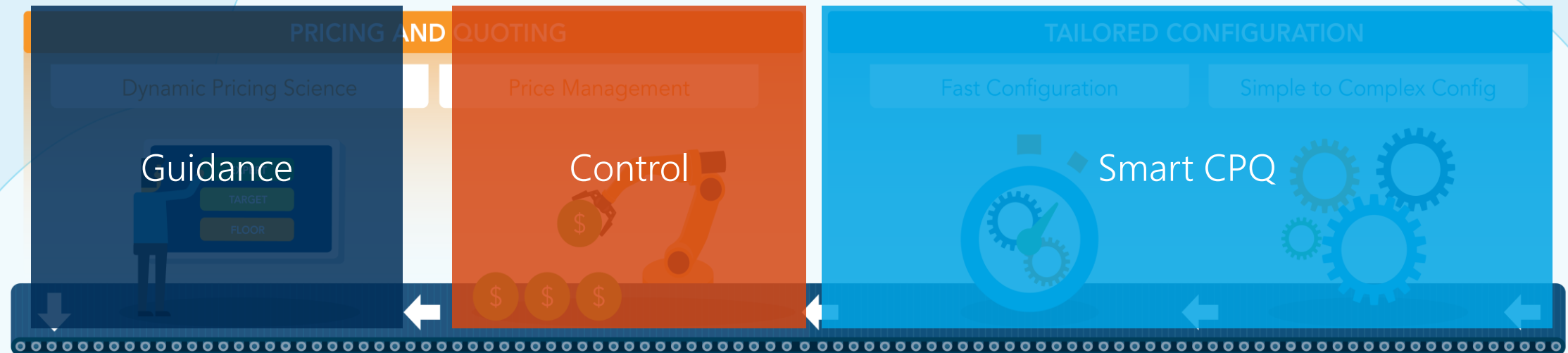
Dynamic



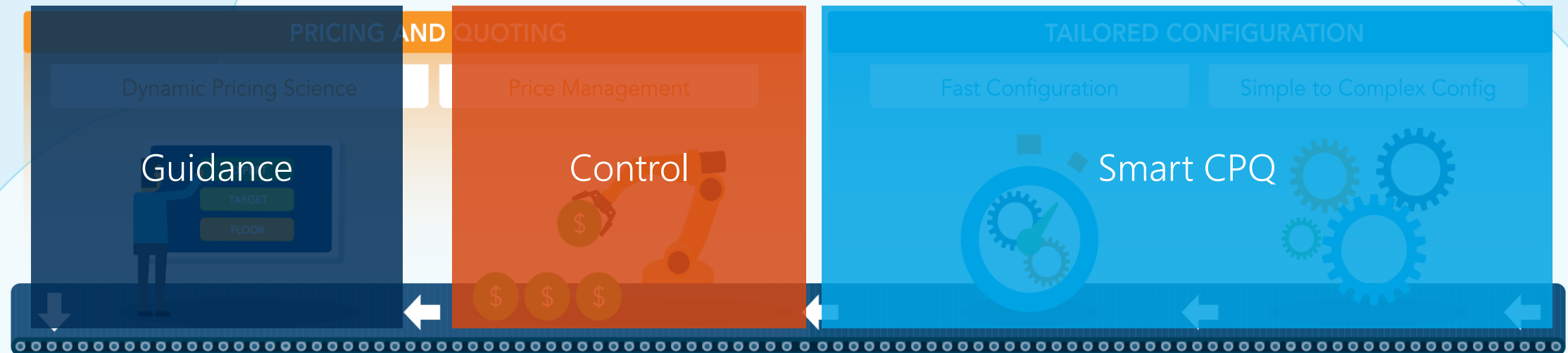
Mobile



Algorithmic







Opportunity Detection



Identify new leads
and help sales to
know where to
invest their time.

- Proactively identify new opportunities with existing customers
- Account and product specific
- Scientifically derived, data supported
- Seamless integration with CRM
- Prescriptive, actionable

Smart CPQ



Automate the sales process and deliver the right products at the right price

- Accelerate sales responsiveness
- Use data science and machine learning insights to provide personalized product recommendations
- Eliminate delays caused by lengthy approval cycles
- Generate professional branded proposals
- Extend quoting capabilities to all sales channels

Guidance



Optimize pricing for
every unique buying
interaction

- Personalized, defensible price guidance delivered in real-time
- Derived from dynamic, pricing-relevant segmentation
- Transparency into supporting analysis for each price recommendation
- Self-serve price guidance easily integrates into existing quote workflows
- Adaptability for changing business needs

Powering Modern Commerce for B2B

Powering Selling Across All Channels



Direct



Partner



eCommerce

Dynamic
Pricing

Algorithmic
Cross-Sell

Configure
Products
and Offers

Omnichannel
Quoting and
Shopping Cart

Personalized
Search and
Storefront

Opportunity
Identification

Omnichannel
Price
Optimization

PROS Customers



