



# PROS Guidance

Strike that perfect balance between sales growth and profitability



## Deliver sustainable, profitable growth:

- Quickly model the potential uplift of a new segmentation-based price strategy.
- See the science behind every price recommendation.
- Refine the precision of dynamic, personalized price recommendations through machine learning algorithms.
- Integrate with quoting systems to deliver pre-approved prices to partners and sales.
- Easily adapt price strategy to go-to-market strategy changes or company reorganizations.

Your pricing strategy might change, but one thing remains the same: Finding that perfect balance between sales and profitability is key. The challenge is how.

PROS can help. To deliver sales growth without sacrificing profitability, PROS Guidance prescribes winning negotiation recommendations tailored to every customer interaction and need. These recommendations incorporate your customer's willingness-to-pay and your strategic objectives to ensure you're optimizing win rates while maximizing value.

Armed with PROS Guidance, your sales teams and partners now have the pre-approved prices they need to accelerate win rates and reduce sales cycle times. And your pricing teams have the solution they need to continually refine their price strategy. Now they can simply initiate that analysis right from the software whenever they need to—or whenever they're just curious to see the potential of a new price strategy. It's that easy.

**82%**

of businesses complain of increasing price pressure

**4/10**

companies have stagnant or declining margins

**60%**

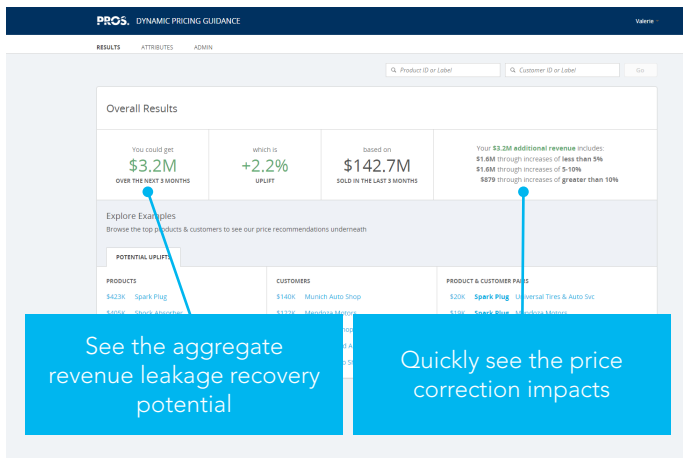
expect cost increases but most cannot increase prices to compensate

**70bp**

of margin is the estimated cost of price weakness

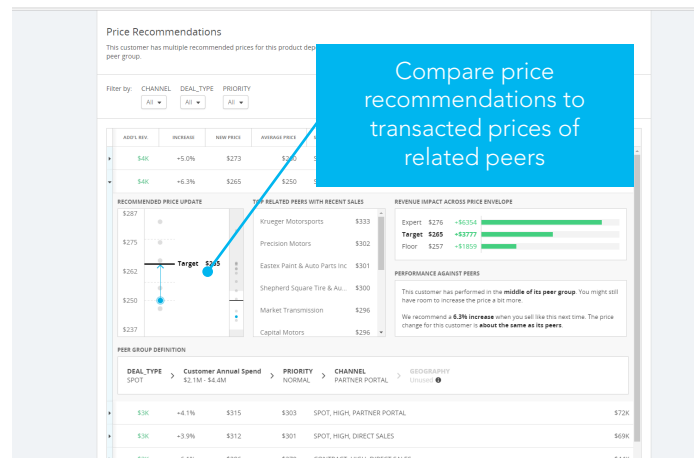
# Dynamic Pricing Science is the New Competitive Lever Essential for Modern Commerce

Instantly Identify the Revenue Leaks and Recovery Potential



Gain instant visibility into the revenue potential that can be attained through improving your precision in pricing. Science-based segmentation enables you to take a data-driven approach to recovering the revenue leaks lost through an undisciplined approach to pricing. Now you can justify new price recommendations with simple, easy-to-access views of the peer prices that support your recommendations.

See the Science for Yourself

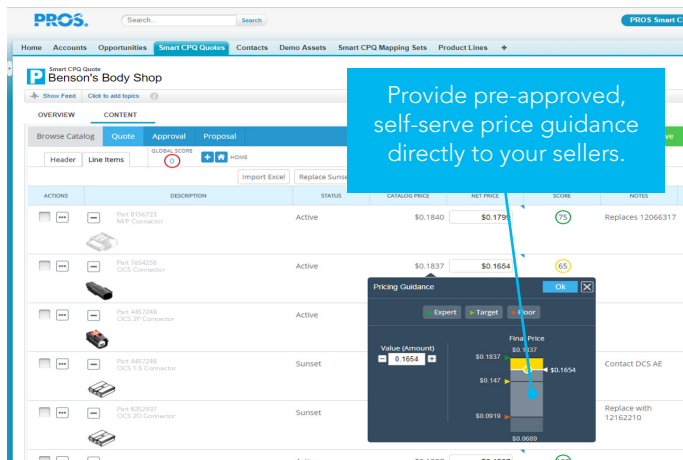


Price recommendations can be explained with simple and easy-to-access views of the peer prices that supported that recommendation. What's different about PROS Guidance is that this isn't fragile science developed in a back office and delivered to you in a black box with a "Do Not Touch" label. This is science purpose-built for business and delivered to you with controls and windows that allow you to interact with the underlying science and optimize the output.

— Start recovering revenue in 50 days! —

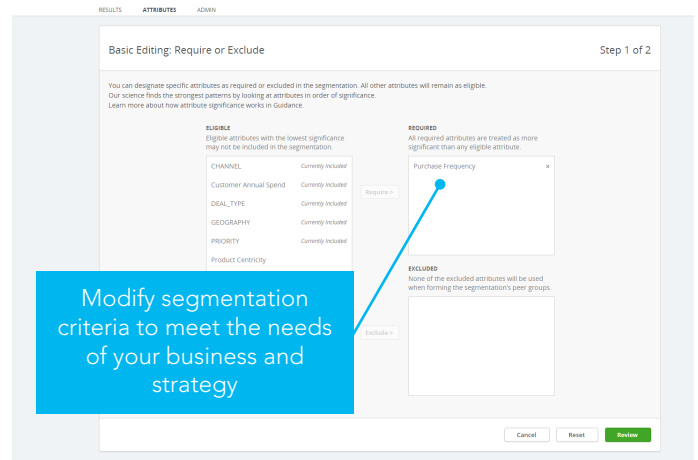
# Deliver Up to 100-300 bp of Margin Improvement by Closing Deals with Speed, Precision and Consistency

## Improve Sales Productivity and Profitability



Once you create your pricing segmentation structure with help from PROS patented science, then algorithmic machine learning takes over. PROS Guidance delivers price envelope recommendations for the unique attributes of every potential sale so that your sales teams can confidently balance maximized value with customer willingness-to-pay every time. With pre-approved prices for your partners and sellers, you can eliminate one-sixth of the sales cycle time spent seeking approvals—which is critical when customers value immediacy in pricing over negotiation.

## Continuously Adapt and Improve – At Your Pace



Now that you can move easily from segmentation analysis and evaluation to price guidance delivery, refining your price strategy is as easy as asking “when?” And with PROS Guidance, you don’t have to sacrifice your price strategy through the norms of business change, such as mergers, acquisitions or reorganization of your product lines. PROS Guidance is built to adapt to your changing business and help you to achieve sustainable, profitable growth regardless of what comes your way.



## KEY FEATURES

- **User-guided segmentation definition and analysis:** Intuitive workflows coupled with the most advanced statistical science enable you to control how your price strategy is aligned to your go-to-market strategy.
- **Machine-learning algorithms:** With dynamic pricing science that leverages machine-learning techniques, PROS Guidance continuously updates to include the latest market and sales information – even dynamically updating the segmentation structure as your business grows over time.
- **Integrated price recommendations for sellers:** Prescriptive price guidance delivered into your existing quoting platforms for a frictionless experience that maximizes adoption and accelerates sales cycles.
- **Fast results:** SaaS solution can be up and running in 50 days.

- **Adaptability to your changing needs:** User-controlled analysis, evaluation and deployment allow you to determine the pace at which you refine your price strategy.

## DATA SCIENCE DELIVERED TRANSPARENTLY AND QUICKLY

- **Patented segmentation:** 30 years of experience provide best-in-class determination of pricing-relevant peer groups.
- **Transparency:** Visibility into peer segment prices explains the price recommendations through simple and intuitive charts.
- **Ready-to-use recommendations:** Price recommendations incorporate gradual increases for severe underperformers to enable sensible correction.

## INTEGRATIONS

- SAP/ERP Integrations
- Quoting platform integrations – from custom-built to CPQ

## PROS CLOUD

- Full application service management and SLA.
- Tier 3, SOC 2 data centers.
- HIPAA compliant environments.
- High performance and availability.
- ISO 27001
- Industry standard firewalls and intrusion detection/prevention.
- All customer instances and data logically isolated.
- Enterprise change management program including security patching on all systems.

### Contact PROS

For more information on this or any of our products, please contact PROS at:  
PROS.com or call 1-855-846-0641

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## About PROS

PROS Holdings, Inc. (NYSE: PRO) is a cloud software company powering the shift to modern commerce by helping companies create personalized and frictionless buying experiences for their customers. Fueled by dynamic pricing science and machine learning, PROS solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions.

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