



CUSTOMER SUCCESS STUDY: MULTINATIONAL ENTERPRISE TECHNOLOGY COMPANY

Real-time targeted price guidance has delivered more than incremental \$1B in revenue and 200 basis points in margin improvement.



A Fortune 50 multinational enterprise technology company delivers experiences that amaze users through a portfolio of servers, storage, networking, solutions, and services.

CHALLENGE

Undisciplined pricing and slow quoting was leaving money on the table and costing this enterprise technology leader deals.

Utilizing an elaborate matrix of pricing approval thresholds, this service and technology company's internal belief was that their granular controls provided them with better pricing for their products. When they began talking to salespeople and partners, they realized that their process was so complicated, confusing and slow that many partners were passing on quoting their products altogether. Furthermore, a deep-dive review of their pricing showed there was a lot more variance in realized pricing than they anticipated, along with an unexpected number of unprofitable deals.

SOLUTION

Intelligent, data-driven pricing enables auto-approval of routine deals and accelerates quote turnaround time.

With PROS, this multinational enterprise technology company was able to empower partners and salespeople with greater autonomy for small and medium-sized deals. For small deals, sellers were provided with segment-specific, productspecific, pre-approved discounts; and for medium-sized deals, self-service CPQ powered with price optimization enabled a speedier quote turnaround process. With time freed from supporting the small- and medium-sized deals, the pricing teams could now focus their efforts more appropriately on the larger deals, while PROS pricing tools provided insight into price optimization that made their deal review even more effective and efficient.

RESULTS

12,000 new partners, a 111% increase in quotes, \$1B in incremental revenue and 200BP margin improvement.

A more efficient quoting process reduced this service and technology provider's average quote response time from days to 2.1 hours and increased their auto-approval rates from 10% to 80%. When customers and partners noticed the service improvement, the volume of quote requests more than doubled as thousands of new partners signed on to sell their products. Data-driven pricing guidance helped this technology leader to achieve more than \$1B in incremental revenue alongside a 200 basis point margin improvement.

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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