



# Opportunity Detection

Find the sales growth hidden in your customers



## Uncover your hidden sales growth:

- Scientifically derived, data supported.
- Machine learning for enhanced pattern recognition.
- Account and product specific.
- Automatically delivered to the sales team.
- Seamless integration with CRM.
- SaaS solution – start realizing value in 30 days.

It's no mystery that companies want to drive profitable revenue growth. Sales and marketing leaders are also clear the majority of growth typically comes from existing customers. The challenge is how.

PROS can help. To find that sales growth hidden in your customers, PROS Opportunity Detection applies machine learning to analyze transaction activity, uncover buying behavior trends and identify new opportunities.

Armed with Opportunity Detection, your sales team can now quickly determine how to invest their time to build relationships (inconsistent), prevent churn (declining) and expand the share of wallet (gap) with current customers – and deliver that profitable revenue growth.

92%

Companies expecting revenue growth

89%

Of sales reps miss sales opportunities because of information overload

82%

CSOs believe they are not taking advantage of cross-sell opportunities

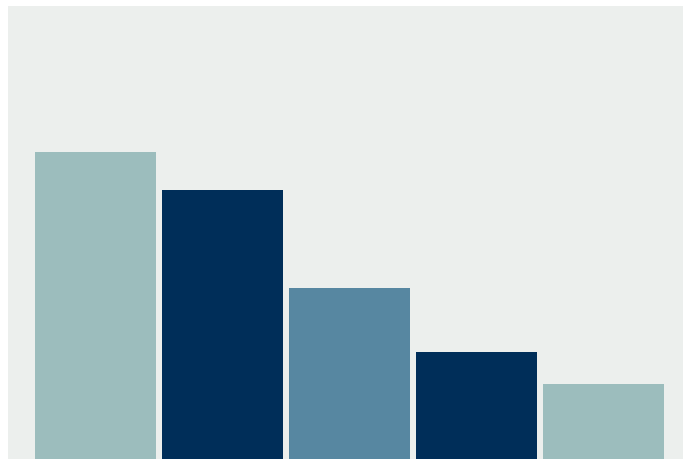
68%

Of sales reps' time is spent researching

# Machine Learning Finds Sales Growth

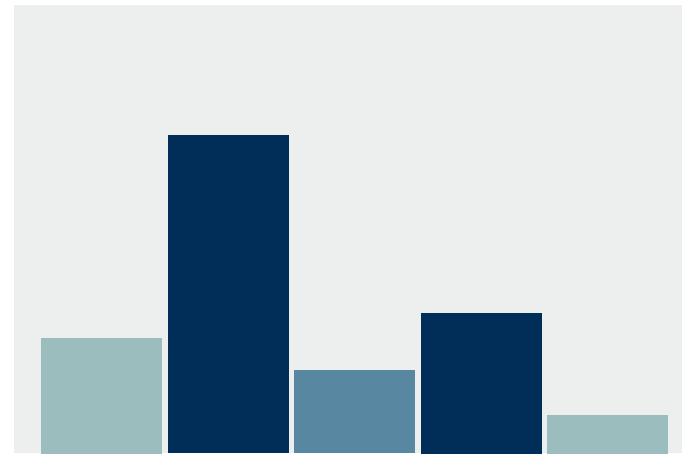
# in Your Existing Customers

## Declining



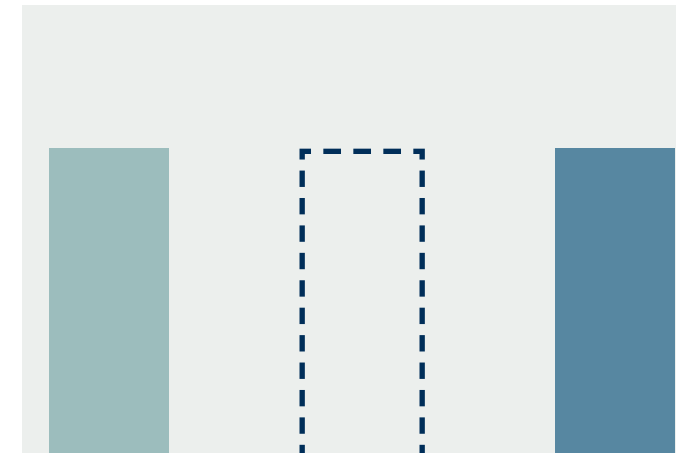
The customer is purchasing less over time. Opportunity Detection uses a churn algorithm to identify declining purchase behavior. By filtering out seasonality, Opportunity Detection reduces the potential for false positives. This buying pattern provides the sales team with early notice of potential customer dissatisfaction.

## Inconsistent



Large variations in the timing and quantity of purchases. Opportunity Detection uses an outlier algorithm to identify activity that is beyond a typical or expected outcome. This buying pattern provides the sales team with early insight alerting them to look for opportunities to build the relationship.

## Gaps



Opportunity Detection applies connection and consistency algorithms to identify products their peers are buying, but this specific account is not. Now the sales team can instantly bring relevant new product recommendations to the customer.

## CRM



Opportunity Detection automatically delivers the recommendations to Microsoft Dynamics 365 or Salesforce. Now the sales team can instantly review and take action. Opportunity Detection presents the top opportunities and then continues to replace them as action is taken.

Start driving sales growth in 30 days!



## KEY FEATURES

- **Machine learning** – Advanced, proven algorithms used to analyze large transaction data set and uncover hidden potential. Machine learning techniques enable enhanced pattern recognition over time.
- **Segmentation** – PROS experience with segmentation models group customers based on attributes.
- **Proactive** – Recommendations are proactively delivered directly to the sales team in their familiar CRM environment.
- **Automation** – The creation of opportunities is automated to further assist the sales team.
- **Fast** – SaaS solution up and running in 30 days.
- **Easy** – Seamless and intuitive integration into existing CRM systems.

## DATA SCIENCE & PRESCRIPTIVE ANALYTICS

- Patented segmentation creates relevant peer groups.
- Churn algorithms find declining purchase trends.
- Outlier algorithms uncover inconsistent purchase patterns.
- Connection and consistency algorithms identify cross sell opportunities.

## INTEGRATIONS

Out-of-the-box CRM native experience:

- Salesforce®
- Microsoft Dynamics 365

## 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.
- Continuous internal vulnerability assessments coupled with 3rd party vulnerability assessments.
- 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:

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## About PROS

PROS 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.

To learn more, visit [pros.com/opportunitydetection](http://pros.com/opportunitydetection)