

SellingPRO

# Smart CPO

Deliver Sales Automation and Profits with Personalized Selling

B2B buyers have changed and companies must transform their businesses to provide fast, personalized and transparent engagements for their buyers regardless of their preferred sales channel.

PROS Smart CPO automates the configure, price, quote process empowering your sales team to create accurate, tailored solutions for each customer, every time.

Integrated with dynamic pricing science which provides prescriptive insights into the willingness to pay at the individual customer level, your sales teams are armed with the ability to always provide winning prices for each customer, for each product, in real time.



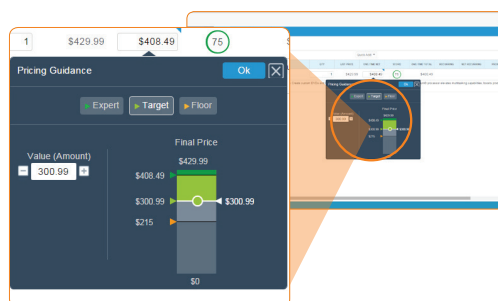
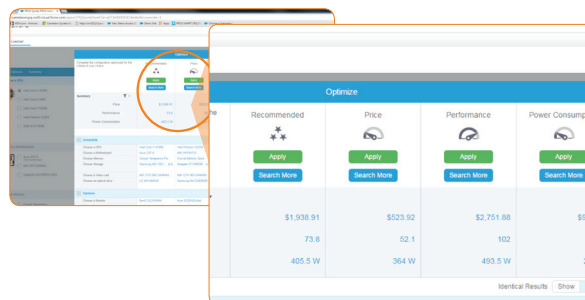
In the entire Gartner CRM technology landscape, only two technologies are classified as providing "transformational" benefit in the next 2-5 years: Price Optimization and CPO.

- Gartner



Algorithmic cross-sell automates the identification and maintenance of product relationships for accurate, relevant and sustainable cross-sell recommendations.

Fast Configuration gives the sales team the power to create tailored configurations with one click.



PROS dynamic pricing science provides your sales team with instant recommendations that enable them to win the business and increase profits.

FREE TRIAL!  
TRY SMART CPO  
AND SEE HOW  
PROS CAN HELP  
YOU:

- ✓ Generate 2% to 4% incremental revenue.\*
- ✓ Realize as much as 2% margin improvement.\*\*
- ✓ Increase discount discipline.
- ✓ Shorten sales cycles, by up to 27%.\*\*\*
- ✓ Eliminate quoting errors.
- ✓ Increase sales team quoting productivity by up to 49%.\*\*\*
- ✓ Improve lead conversion rate by up to 17%.\*\*\*
- ✓ Enable your sales team to sell from simple SKUs to the most complex configurable products without training.
- ✓ Accelerate quoting speed from weeks to hours.
- ✓ Grow deal sizes with data science-driven cross sell.
- ✓ Reduce product time-to-market from weeks to hours.
- ✓ Enable more of your sales team to hit their quota.

ACCESS YOUR FREE TRIAL  
FROM THE MICROSOFT  
APPSOURCE

**PROS**

## KEY FEATURES

- **Administration** – PROS Designer for Smart CPQ provides an intuitive command center making it easy and fast to create and administer a streamlined configure, price, quote process.
- **Catalog management** – Offer hundreds of thousands of products; efficiently manage across all sales channels; versioning for instant changes without down time.
- **One click configuration** – Enable the sales team to create tailored configurations with just one click
- **Offer guidance** – Guided selling and cross sell recommendations ensure the sales team can quickly create accurate, tailored quotes.
- **Algorithmic cross-sell** – Deliver accurate and personalized cross-sell recommendations to your sales team with this automated, sustainable method
- **Support for SKUs to complex configurations** – Ensure the sales team can effectively sell the entire catalog from SKUs to thousands of configuration processes.
- **Dynamic pricing science** – Enable the sales team to negotiate from an informed position and win the business with PROS proven, patented dynamic pricing science.
- **Drag and drop** – Simply drag SKUs directly from the catalog into the cart.
- **Accelerate approvals** – Automate the approval process using business rules based on the data-science driven pricing.
- **Instant proposals** – Professional looking, branded proposals are instantly created.
- **Automated contract generation and renewal** – Automate contract generation, amendments and renewals for proactive offer management over the term and renewal of each agreement.
- **Mobility** – Enable the sales team quote anywhere, anytime from any mobile device.

## DATA SCIENCE & PRESCRIPTIVE ANALYTICS

- Patented segmentation identifies prescriptive insights for product mix and pricing opportunities.
- Real-time price guidance based on transaction history, customer segmentation, willingness to pay.

## INTEGRATIONS

### Out-of-the-box CRM Native Experience:

- Salesforce® Sales Cloud
- Microsoft Dynamics CRM

### Other CRM:

- Oracle
- Siebel
- Cohesity
- RightNow CRM
- Selligent
- Open integration with homegrown or other CRM systems.
- Run standalone without CRM.

### ERP:

- Microsoft Dynamics AX
- Oracle
- SAP
- BAAN
- Generix
- IFS
- Infor

### Solutions:

- Avalara
- Icertis
- SpringCM
- Zuora
- Xactly

## PROS CLOUD

- Full application service management and SLA.
- Tier 3, SOC 2 data centers.
- HIPAA compliant environments.
- High performance and availability.

## OMNICHANNEL

- Direct Sales
- Partner Sales
- Self-service eCommerce

## CONFIGURATION ENGINE

- Constraints Satisfaction Programming – for easy configuration maintenance.
- Business user friendly – no coding required.

## FAST CONFIGURATION

- One click creation of tailored configurations.
- Quote and order simple configurations in seconds.
- Optimize bundles and simple configurations based on specific attributes.

## MOBILE

- Salesforce1®
- Apple iPad
- Microsoft Surface PRO
- Android Tablets

## FREE TRIAL

- Try out Smart CPQ as four different roles.
- Available for Dynamics 365.
- Access your free trial from the Microsoft [AppSource](#).

## CONTACT PROS

For more information on this or any of our products, please contact PROS at:

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 1-855-846-0641

To learn more, visit [pros.com](https://pros.com).  
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\* This data is referenced from the "Gartner report: "MarketScope for Price Optimization and Management Software for B2B: 2013"

\*\* This data is reference from the Aberdeen Group analyst report: "Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale"

\*\*\* This data is reference from the Gartner report: "What's Hot in Digital Commerce in 2015"