

PROS Smart CPQ

Improving Sales Productivity, Accelerating Sales Cycles

Delivering a great experience for your customers starts with your ability to respond quickly to buyer demands. PROS Smart CPQ accelerates your quote-to-cash process, enabling your sales team to close bigger deals faster.

PROS Smart CPQ automates the configure, price, quote process, increasing the ability of sales teams to create, manage, and deliver fast, error-free quotes and sales agreements. Smart CPQ eliminates delays and errors which can occur from manual quote workflows while generating AI-based insights that enable sales teams to deliver personalized product and pricing recommendations quickly. Whether your sales team is selling a simple widget, a subscription service, or a complex product that requires configuration, Smart CPQ increases their productivity and accelerates their response times from days, even weeks, to minutes.

PROS Smart CPQ is built on a hybrid architecture, enabling your sales teams and third-party partners to access the power of this quoting tool directly from any CRM or ERP. Smart CPQ includes out-of-box integrations with Microsoft Dynamics 365, Salesforce Sales Cloud and also SAP ERP.

BENEFITS OF SMART CPQ



Accelerate quoting speed from weeks to minutes



Eliminate common quoting and configuration errors



Increase deal sizes with AI recommendations



Develop sales discount discipline



Streamline your approval process



Get analytical insights for faster deal analysis and decision making



Real-time quote collaboration



One central point of management for all your quoting and sales agreement needs



Out-of-box integration with other PROS solutions

BUSINESS OUTCOMES

20%

increase in
win rate

5%

increase in
revenue

2%

increase in
margin

20%

increase in customer
lifetime value

Gartner: Maturity Model for Quote-to-Cash Technology, Feb 2019, Mark Lewis

PROS Smart CPQ supports many sales workflows from creating and managing quotes for spot-buys to complex sales agreements and contracts. Smart CPQ integrates with popular contract lifecycle management solutions such as iCertis and SpringCM to do the contract management for deals.

Accelerate Quotes For Spot-Buys

Empower your sales teams to quickly identify, analyze, and deliver personalized quotes to buyers. With PROS Smart CPQ, sales teams can leverage guided selling questionnaires to find or configure the right products for buyers and get AI-based cross-sell recommendations to increase deal sizes. Sales teams can also get optimized price recommendations to tailor the offer for each buyer-increasing the probability of closing the sale quickly while increasing overall profitability. Smart CPQ integrates directly with your CRM and ERP, so a record of the quote is saved in every opportunity record and the products and services from the quote can be directly placed through your ERP tool.

Empower Sales to Package and Sell Subscription Services

The subscription economy is growing and PROS Smart CPQ enables you to sell your subscription-based products and services easily. Sales teams can put together subscriptions services or create bundles with both finished goods and services while correctly packaging the right terms for the offer. Smart CPQ also enables sales to put in production ramps, enabling customers to ramp up on their product or service usage for a period of time. Smart CPQ integrates with popular subscription billing software such as Zuora.

Create and Manage Sales Agreements and Contracts

PROS Smart CPQ enables sales teams to manage the agreement lifecycle. This solution provides analytical insights such as waterfall charts and profitability ratings, making it easy for sales teams to analyze every deal and see the business impact of each pricing decision. With Smart CPQ, sales analysts can always get accurate cost data for sales agreements that are dependent on fluctuating commodity prices. Smart CPQ also automates the recalculation of sales agreement prices at any desired frequency or at point of the renewal. Businesses looking to take their sales agreements workflow to the next level can integrate PROS pricing optimization solution to maximize on revenue and profitability. PROS pricing optimization solution delivers AI-based price recommendations so sales people are able to provide winning prices for each deal. Once the sales agreement is finalized, businesses can use PROS Smart CPQ to centralize and store all sales agreements prices along with the terms and conditions.

PROS SMART CPQ DELIVERS

- **Flexible Catalog** – Leverage a responsive catalog with guided selling questionnaires to help users to find the best products
- **Error-Free Configurations** – With a constraints-based configuration engine, empower even junior reps to accurately configure the most complex products
- **Advanced Visualization** – Provide multiple visualization and configuration techniques (2D, 3D, AR, VR) to ease the configuration of complex products
- **Large Bids or RFPs** – Create and manage large quotes, bids and RFPs efficiently with up to 100K line items
- **Personalized Recommendations** – Use AI to analyze buying behaviors and provide tailored product recommendations
- **Pricing Optimization** – Integrate AI-based price guidance to accelerate close rates without leaking revenue
- **Regional Localization** – Leverage the same tool across multiple global sites with regional catalogs and currency
- **Sales Collaboration** – Enable multiple salespeople to work on a deal simultaneously. Collaborate with internal pricing teams to get up-to-date prices for every product and service

PROS SMART CPQ FEATURES

Robust Digital Catalog

- Searchable catalog
- Support regional catalogs
- Rich media content such as images and video
- Guided selling
- Multiple visualization techniques (2D, 3D, AR, VR)
- Cross-sell and upsell (rules based)

- AI-based cross-sell
- Import and display spare parts catalogs

Configuration

- Constraint Satisfaction Programming (CSP) Configuration Engine
- One-click fast configuration
- Multiple configuration support (2D, 3D, AR, VR)
- Nested configurations
- SAP Variant Configuration Model Integration

Pricing

- List price management
- Integration into price management systems
- Currency conversion and UOM conversion
- Price recommendations (rules based)
- AI-based pricing recommendations (with purchase of PROS Guidance)

Quoting

- Flexible user interface with multi-panel displays
- Excel import/export
- Performance quotes, bids, and RFPs with up to 100K line items
- Quick product search, autofill, and add
- Mass quote changes
- Real-time price calculations
- Quote analytics insights including waterfall profitability charts
- Simultaneous quote collaboration
- One-click document generation

Sales Agreements

- Create, amend, renew, and extend price agreements
- Configurable terms and conditions including price protection
- Store published terms and conditions in agreements repository
- Display real-time insights of agreement changes during the amendments and renewal process

Others

- Single sign-on for Salesforce and Microsoft CRMs
- Approval workflows
- Manufacturing and spare parts modules - include 2D drawings, OCR support, BOM and routings generation

Integrations

- Salesforce Sales Cloud – CRM
- Microsoft Dynamics 365 – CRM
- SAP - ERP
- Adobe Sign – Document eSign
- DocuSign – Document eSign
- Avalara – Sales tax calculation

- Xactly – Sales incentive calculation
- SpringCM – Contract lifecycle management
- iCertis – Contract lifecycle management
- Integrates with eCommerce platforms via REST APIs

PROS Cloud

- Full application service management and SLA
- Tier 3, data centers
- High performance and availability
- ISO 27001, SOC 2 Certified
- Industry-standard firewalls and intrusion detection/prevention
- Continuous internal vulnerability assessments coupled with third-party vulnerability assessments

LEARN MORE

For more information on this or any of our products, please contact PROS at [PROS.com/smartycpq](https://pros.com/smartycpq)

About PROS

PROS Holdings, Inc. (NYSE: PRO) provides AI-powered solutions that optimize selling in the digital economy. 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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