

Opportunity Detection

Find the Sales Growth Hidden
in your Customers

92%

of B2B buyers desire
personalized
[product and service]
recommendations

Source: Hanover.

Armed with insights delivered by PROS AI in Opportunity Detection, your sales team can now quickly determine how to invest their time to build relationships, prevent churn, and expand the share of wallet with current customers to deliver profitable revenue growth.

82%

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

Sources: Gartner, Forbes, Forrester and
Fost & Sullivan.

Sales and marketing leaders understand the majority of growth typically comes from existing customers. And, it's no mystery that they want to drive profitable revenue growth through those customers, but the challenge today 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.

UNCOVER YOUR HIDDEN SALES GROWTH



Scientifically-derived
data generated.



Machine learning for enhanced
pattern recognition.

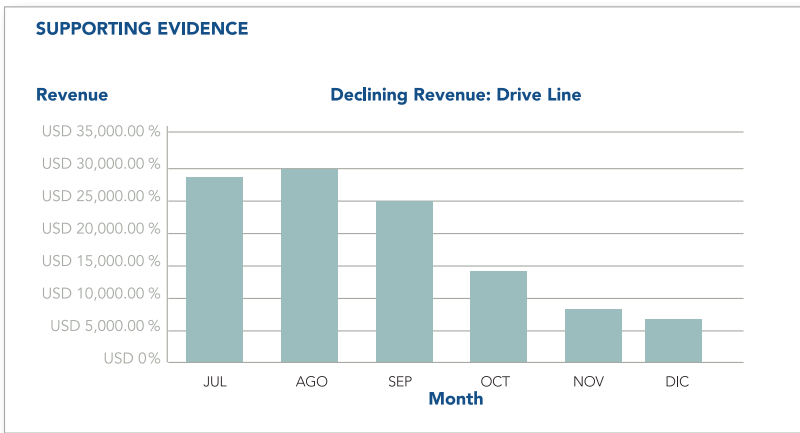


Account and product specific.



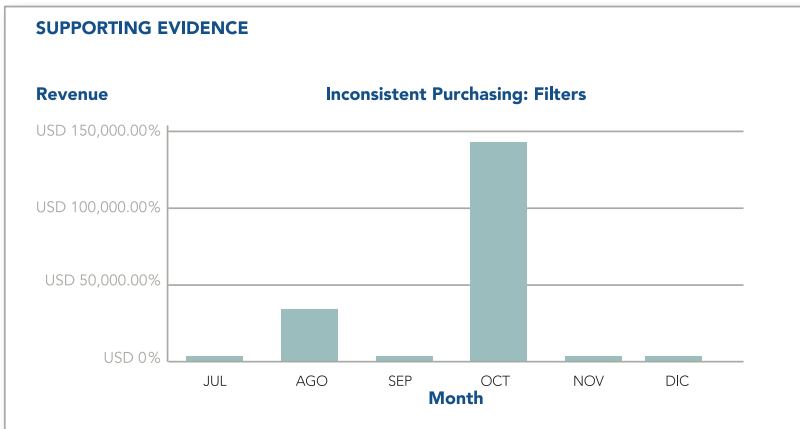
Automatically delivered
to the sales team.

Machine Learning Finds Sales Growth



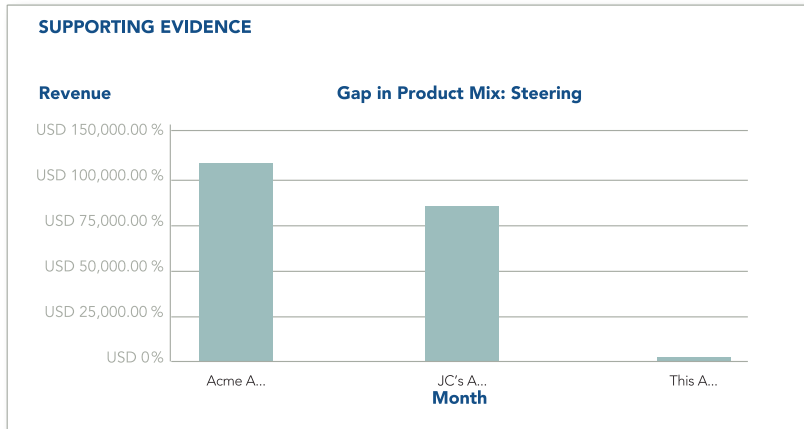
Declining

Opportunity Detection uses a churn algorithm to identify declining purchase behavior. By taking 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

Opportunity Detection identifies customers who have 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 your customer's peers are buying that they have yet to purchase. 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.

Key Features

- PROS Opportunity Detection uses advanced, proven algorithms to analyze large transaction data sets and uncover hidden revenue potential. With machine learning techniques, PROS AI delivers enhanced pattern recognition over time
- PROS experience with segmentation models group customers based on attributes
- Recommendations are proactively delivered directly to the sales team in their familiar CRM environment (Salesforce CRM; Microsoft Dynamics 365)
- Leverage our APIs to extend Opportunity Detection recommendations to other ERPs, CRMs, and eCommerce environments
- The creation of opportunities is automated to further assist the sales team
- SaaS solution up and running in as soon as 30 days
- View recommendations in your preferred currency with Multi-currency support

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 with Salesforce and Microsoft Dynamics 365
- Access Opportunity Detection on-the-go via Salesforce1 app integration

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 third-party vulnerability assessments
- All customer instances and data logically isolated
- Enterprise change management program including security patching on all systems

LEARN MORE

For more information on this or any of our products, please visit pros.com.

About PROS

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