Distribution Industry

THE PROS PLATFORM

WHAT IS THE PROS PLATFORM?

BUILT ON INDUSTRY LEADING AI, the PROS Platform is comprised of PROS Smart Configure Price Quote as well as PROS Smart Price Optimization and Management. Each of these solutions offers a set of interconnected capabilities and insights that help accelerate revenue growth, drive channel harmonization, provide pricing and quote efficiencies, and much more.

Optimizing Dynamic Pricing for Omnichannel Commerce

IN THE EVER-EVOLVING DISTRIBUTION INDUSTRY, where a vast array of products are delivered to diverse customers through multiple channels, the need for efficient pricing strategies has never been more crucial. With countless SKUs and varying customer preferences, traditional pricing methods fall short in meeting the demands of today's dynamic market. With AI-powered pricing, distributors can now harness the power of data analytics and machine learning algorithms to adapt swiftly to market fluctuations, customer preferences, and competitive pressures. PROS Smart Price Optimization and Management offers distributors a comprehensive suite of AI-driven pricing solutions that seamlessly integrate with their existing systems, empowering them to stay ahead of the competition and thrive in the digital age.

Business Challenges Addressed by AI-powered Pricing

- Ability to keep up with the pace of the market and increasing volatile costs
- Establish a centralized system for prices, creating a consistent pricing strategy to ensure all products are priced uniformly
- Improve pricing discipline by eliminating over-discounting, inconsistencies, and high variability in your prices
- Gain visibility into the willingness-to-pay for your customers, providing them with timely and personalized prices
- Quickly, accurately, and automatically deploy pricing for thousands of SKUs across multiple channels and geographies
- Convert prices in real time to the currency of the quote, order, contract, or transaction
- Take relevant action to prevent revenue and margin leakage and drive improvements
- Develop a change management plan to drive user adoption among various departments within your organization to ensure rapid and lasting ROI

PROS SMART PRICE OPTIMIZATION AND MANAGEMENT (POM)

Manage, optimize, and update non-negotiated/spot/online pricing across millions of different SKUs and hundreds of different product lines, channels, and customers, in real time, to ensure consistency and drive profitability.

Reduce manual discounting and offer the right price for the right product(s), to the right customer, at the right time, with dynamic price optimization based on your customer's willingness-to-pay.

Generate pricing strategies for items in different areas of a life cycle based on inventory levels to ensure you've liquidated all product before it goes stagnant and kills your cash conversion cycle.

Keep your customers from your competition by providing pricing that considers and quickly responds to market insight such as competitive data, tariff data, commodity indexes, supply and demand, and other inputs relevant to your pricing strategy.

Deliver the right price to your ERP, CRM, and eCommerce systems with integrated availability and unmatched performance globally by evaluating the sequence to grab the right price across contracts, quotes, promotions, and list prices.

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Accelerating Quote-to-Cash with Sales Intelligence

IN AN INDUSTRY THAT HAS AN EXTENSIVE range of products and diverse customer needs, manual configuration processes are no longer viable. Streamlining the sales process, reducing errors, and ensuring accurate prices are essential for staying competitive in today's market. AI-powered quoting solutions have become an essential tool for distributors facing the complexities of modern commerce. PROS Smart Configure Price Quote tailors to the unique requirements of distributors, enabling them to accelerate sales, improve margins, and deliver unparalleled customer satisfaction through seamless quoting and pricing processes.

Business Challenges Addressed by AI-powered Quoting

- Minimize internal complexity of workflows and approvals
- Improve overall quoting speed and accuracy
- Enable sales teams to quickly find the right products with guided selling within UI
- Increase efficiency by no longer creating and managing configuration logic behind every quote and deliver satisfactory price to customers
- Identify underperforming products and customers to take immediate, corrective action
- Quickly and effectively foster the creation, management and modification of all contracts, amendments, and renewals at scale with agreements functionality
- Offer products or services across all go-to-market channels – direct, indirect, or eCommerce– from a single catalog repository
- Easily integrate workflows between your existing ERP, CRM, and eCommerce systems

PROS SMART CONFIGURE PRICE QUOTE (CPQ)

Quickly respond to large agreements or RFPs with up to 10K line items through guided workflows, streamlined approvals, pricing guidance for your A&B (priority) items, and optimized prices for your C&D (tail-end) items.

Automate processes such as the creation, analysis and management of rebates, sales agreements, product orders and renewals through a harmonized platform so that you never miss a thing.

Optimize the customer self-service experience throughout all channels and portals through catalog management, customized configurations, personalized recommendations, and online pricing that is consistent with their negotiated pricing.

Grow your existing portfolio by giving, sales reps unprecedented insight into their markets, cross-sell/upsell recommendations, insight into high-priority customer targets, and product opportunities in specific sales territories.

Extend the capabilities of your salesforce, regardless of their experience, through real-time pricing guidance based on all available and relevant data, for ultimate effectiveness and confidence.

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