

# UNDERSTAND HOW PRICING IMPACTS PROFITABILITY.

## PROS SCIENTIFIC ANALYTICS

How do I evaluate sales reps based on profitability, not just revenue or volume?

How can I identify my highest opportunity customers, products, and regions?

Which customers account for the greatest variation in sales forecast?

What is the key margin driver in my business?

How do I use price to improve enterprise-wide profitability goals?

## PROS GIVES YOU THE TOOLS YOU NEED TO PROFIT FROM YOUR PRICING.

PROS Scientific Analytics quickly identifies product and customer segment-specific profit improvement opportunities. These actionable insights drive tens of millions of dollars in margin improvement in days by finding and correcting the root cause of low-margin outliers. Further, PROS helps companies proactively manage profitability performance metrics

to meet enterprise-wide strategic goals by increasing account-level profitability across all product lines. PROS Scientific Analytics integrates with PROS Price Optimizer and PROS Deal Optimizer modules to provide decision support as you set enterprise pricing strategy, create price lists and contracts, and provide sales approvals.

## KEY BUSINESS BENEFITS

- Increase margins by correcting the cause of underperformers
- Reduce risk by managing performance and compliance
- Identify opportunities to improve product mix and margins
- Analyze pricing guidance to improve close rates and margins
- Reduce risk by modeling price changes before you execute them
- Monitor and respond to market trends quicker
- Improve profitability by enforcing compliance to negotiated terms and conditions
- Improve speed and reduce cost by automating price and profitability reporting
- Monitor profitability performance metrics

**THE WORLD LEADER IN  
ENTERPRISE PRICING SOFTWARE.**

**PROS**  
**PROS**<sup>TM</sup>  
[www.prospricing.com](http://www.prospricing.com)

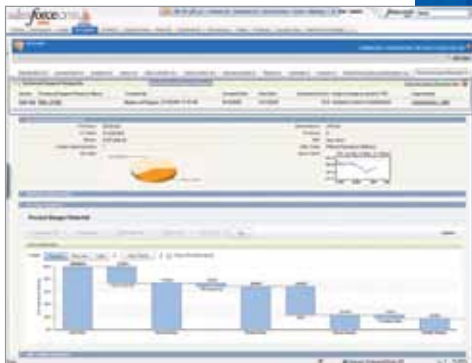
NYSE: PRO

## PROS SCIENTIFIC ANALYTICS

Powered by PROS market-leading pricing science, Scientific Analytics creates easy-to-understand, actionable insights into everyday business-critical margin and profit decisions. PROS customers use our Scientific Analytics to align business strategy and pricing best practices by modeling price/demand sensitivity and executing pricing strategies that maximize profit.



**PROS SCIENTIFIC ANALYTICS:  
IDENTIFY SEGMENT-SPECIFIC PRICING AND PROFITABILITY IMPROVEMENT OPPORTUNITIES AND PROACTIVELY FORECAST AND MONITOR PROGRESS.**



## KEY CAPABILITIES

- Visual price analysis
- Cost allocations and data enrichment
- Segmentation
- Goal-driven performance monitoring
- Forecasting
- Alerts
- Data retention management

**PROS**  
PROS™  
[www.prospricing.com](http://www.prospricing.com)

World Headquarters  
3100 Main Street, Suite 900  
Houston, Texas 77002 USA  
TF 877.355.5277 F 713.335.8144  
E [info@prospricing.com](mailto:info@prospricing.com)

European Headquarters  
Gainsborough House  
81 Oxford Street  
London, W1D 2EU  
+ 44 (0) 2079 035 307

NYSE: PRO

©2010 PROS Holdings, Inc. All rights reserved.