

RIGHT PRICE. RIGHT CUSTOMER. RIGHT TIME.

PROS PRICE OPTIMIZER

What is the best price for my products and services?

How do I leverage enterprise data to generate higher profits?

How does pricing change with cost volatility or productivity efficiencies?

Will competitive pricing result in lower margins for everyone?

Can I reduce the time and risk associated with price list updates across thousands of SKUs?

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

PROS Price Optimizer provides the ability to speed time to market and reduce errors of pricing updates. PROS Price Optimizer automates price list updates and uses pricing science to improve profitability across all pricing levers available to an organization (e.g. list prices, contracts, spot prices, rebates, promotions, and discounts). Price changes

can be modeled to forecast their impact and adjusted to meet corporate goals. As part of an integrated suite of software tools, which includes PROS Scientific Analytics and PROS Deal Optimizer, PROS Price Optimizer helps companies communicate the best pricing to the market and the sales team.

KEY BUSINESS BENEFITS

- Implement corporate pricing strategies using rule-based pricing methods
- Improve speed to market and reduce errors by modeling and adjusting thousands of SKUs
- Build brand, customer satisfaction, and market share by applying the best pricing strategy for each business unit
- Reduce risk by modeling price changes before you execute them
- Improve performance by quantifying effectiveness of price changes
- Price according to achievement and performance forecasts
- Stop margin loss from pricing that lags behind changes in costs
- Improve collaboration and cross-functional alignment
- Meet SOX and business audit compliance objectives

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

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