

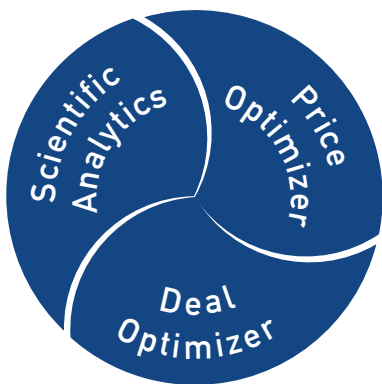
SOFTWARE SOLUTIONS THAT DRIVE PROFITABILITY.

PROS ENTERPRISE PRICING SOFTWARE SUITE

PRICING YOUR WAY TO PROFITABILITY

Pricing is the most powerful lever for improving business profits, yet companies often fail to understand the implications of their day-to-day pricing decisions. In today's competitive global economy, no executive can afford to ignore strategic pricing as one of the fundamental drivers of financial success for any business-to-business enterprise. PROS has delivered hundreds of millions of

dollars in sustained bottom line profitability improvements for our manufacturing, distribution, and services customers. And because every company and industry has unique challenges, PROS software is designed and built to address company-specific needs while leveraging our decades-long history of business-to-business pricing expertise.



PROS Scientific Analytics: Identify segment-specific pricing and profitability improvement opportunities and proactively forecast and monitor progress

PROS Price Optimizer: Create the right price for each customer and product by setting science-based optimized pricing strategies and automating price list management

PROS Deal Optimizer: Empower sales reps to quote the right price for each opportunity at the time of negotiation with guidance, market insights, and integrated approval workflows

WITH PROS YOU CAN

- Identify and act on segment-specific pricing opportunities
- Create and automate optimized price lists, deals, and sales policies
- Quickly execute new pricing strategies in the marketplace
- Negotiate more profitable deals with a more profitable product mix
- Forecast profitability and manage performance against corporate goals
- Standardize and automate pricing best practices enterprise-wide

THE WORLD LEADER IN
ENTERPRISE PRICING SOFTWARE.

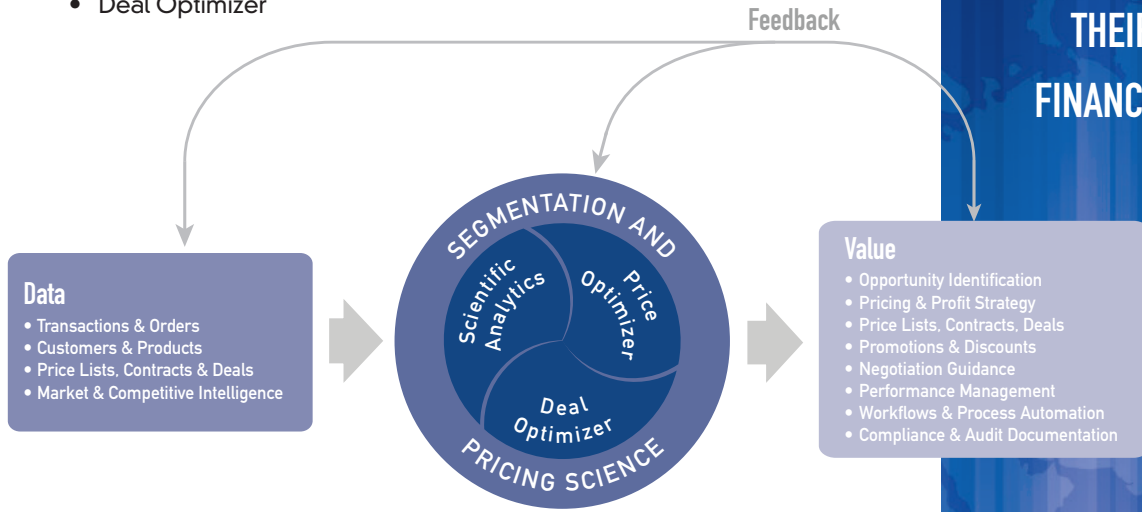
PROS
PROSTM
www.prospricing.com

NYSE: PRO

PROS PRICING SOLUTION SUITE

PROS customers utilize a set of integrated software tools and supporting services based on three primary modules:

- Scientific Analytics
- Price Optimizer
- Deal Optimizer



PROS ENABLES COMPANIES TO UNLOCK THE VALUE HIDDEN IN THEIR DATA TO IMPROVE FINANCIAL PERFORMANCE

PROS CUSTOMER TRACK RECORD OF SUCCESS

PROS software is designed to meet the needs of business-to-business manufacturing, distribution, and services companies on a subindustry level through superior scalability, configurability, and upgradability.

Whether you have millions of customers, transactions, or SKUs, PROS can handle your data. And because our software is both highly configurable and industry-template driven, sales reps and product managers, as well as operations, finance, and executive management, are all equally comfortable using PROS. Upgrades can happen in hours to days, and configuration updates are easily accomplished without custom code, special projects, or change orders.

PROS SOFTWARE IS DESIGNED TO MEET THE NEEDS OF BUSINESS-TO-BUSINESS MANUFACTURERS, DISTRIBUTORS AND SERVICE PROVIDERS



World Headquarters
3100 Main Street, Suite 900
Houston, Texas 77002 USA
TF 877.355.5277 F 713.335.8144
E 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.

