

PROS Smart Configure Price Quote

Accelerate Quote-To-Cash With Intelligence
Through Every Sales Engagement

63.4%

of salespeople spent their time on non-revenue generating activities.¹

**OVER
25%**

of that time sales reps spent on administrative tasks and accounts research.²

**ABOUT
16%**

of these activities are dedicated to customer meetings and customer interactions.³

MARKET SITUATION

B2B selling is harder than ever. Digital acceleration and the proliferation of sales channels is magnifying the complexity. Since today's buyers are more informed and proactive in the selling process, delivering the right price and product information quickly, across every touchpoint, is becoming paramount for winning deals and market share. With the shift to digital, customers can now research and compare competitive products and offers easily, so minimizing unnecessary friction in the buying process and ensuring pricing is accurate, transparent and market-relevant from the very first interaction are of highest importance for success. And that is even more valid for digital sales channels, where buyers expect nothing less than frictionless seller-free experiences.

However, delivering winning offers and a great experience for your customers starts with your ability to respond quickly and consistently to growing buyer demands. This means reducing conflict across different sales channels, more personalization in sales tactics and product offering and automation of the complexity of internal business processes that slow down deals and decrease win rates.

BUSINESS CHALLENGES

Quoting-specific problems:

- Slow and complex product and service configurations
- Manual and cumbersome quote generation and management
- Difficulty handling large-volume quotes
- Long quote turnaround time
- Inability to effectively incorporate promotions and discounts in quotes
- Quote inconsistencies and errors in prices, products, product parts
- Slow quote approvals
- Lack of automated reports on existing quotes, their profitability, etc.
- Need for a centralized system of record for sales quotes

Issues when managing contracts:

- Lack of visibility on Sales agreements
- Difficulty ensuring compliance with predefined templates
- Siloed, manual and cumbersome contract processes related to creation and modification of prices and terms, renewal of sales agreements, etc.
- Slow approvals
- Lack of automated notifications/alerts (e.g., renewal date/expiration, costs, and price changes etc.)
- Need for automated reports on existing sales agreements, their profitability, etc.
- Lack of access to a centralized system of record for sales agreements

THE SOLUTION

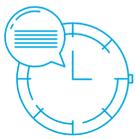
PROS Smart Configure Price Quote (CPQ) supports all your key sales workflows end-to-end: from creating and managing complex configurations and quotes for spot-buys, to modifying sales agreements and contracts. Armed with powerful AI insights, your sales team can now invest their time in delivering more value to buyers and profitable revenue growth for the business by building strong relationships, preventing churn, and expanding the share of wallet with current customers.

By enabling complete cohesion and alignment across the critical functions that manage the sales process, PROS Smart Configure Price Quote accelerates quote-to-cash workflows, eliminating any delays and discrepancies that often occur. The solution fully automates the configure, price, and quote process, increasing performance and the ability of salespeople to

create, manage, and deliver fast, error-free quotes and sales agreements. The AI-based insights empower sales teams to incorporate quickly personalized product and pricing recommendations, while analyzing transaction activity, uncovering buying behavior trends, and identifying new opportunities. As a result, your sales team will maximize deal size and speed up sales cycles, accelerating response times from days and even weeks, to minutes.

PROS Smart Configure Price Quote is built on a hybrid high-performance architecture, enabling your sales teams and third-party partners to access the power of this quoting tool directly from any CRM or ERP, such as Microsoft Dynamics 365, Salesforce Sales Cloud, and also SAP ERP.

BENEFITS OF PROS SMART CONFIGURE PRICE QUOTE



Accelerate quoting speed from weeks to minutes



Eliminate common quoting and configuration errors



Increase deal sizes with price, account and product specific AI recommendations



Develop sales discounting discipline



Streamline approval processes



Get analytical insights for faster deal analysis and decision making



Real-time quote collaboration



One central point of management for all your quotes and sales agreement needs



Out-of-box integration with other PROS and 3rd party solutions



eCommerce APIs enabling seamless omnichannel experiences

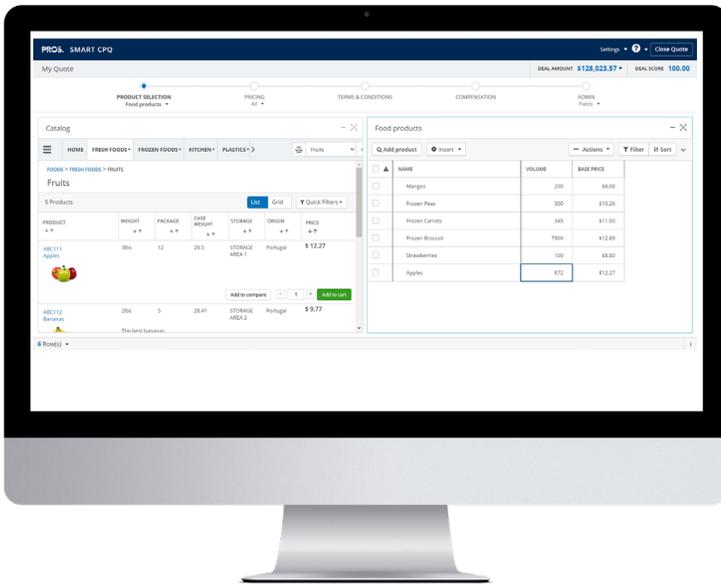


High performance with quick product and services configurations



Continually enhanced pattern recognition with advanced machine learning

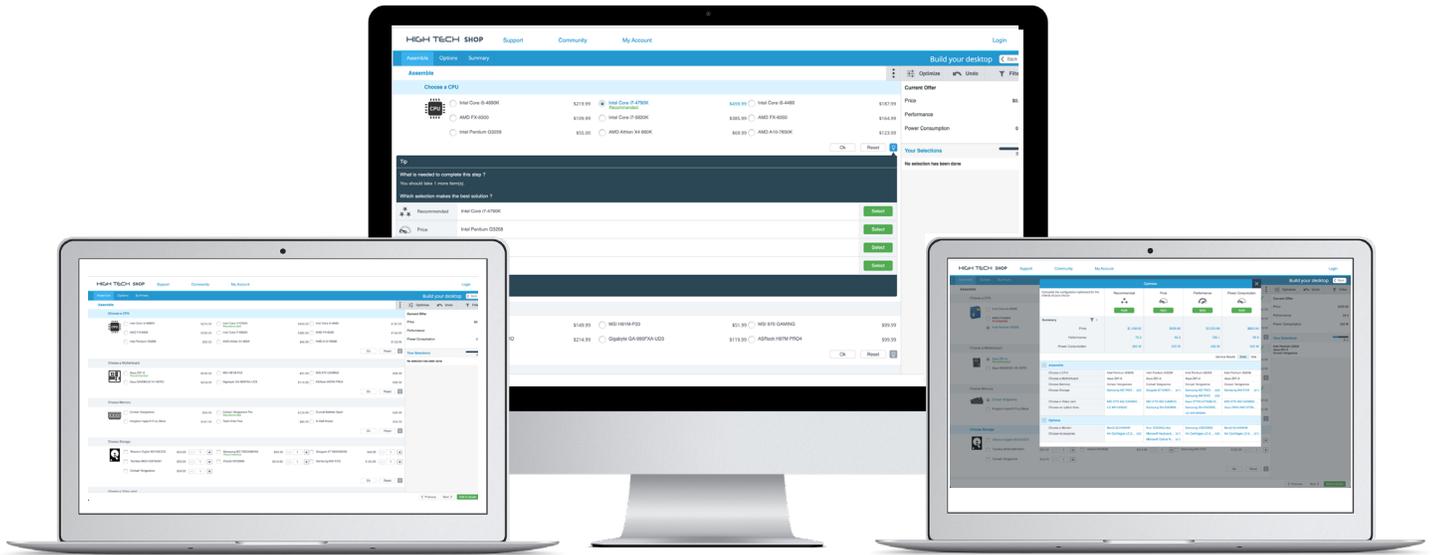
How PROS Smart Configure Price Quote Works: Key Capabilities for Sales Efficiency



Accelerated Quotes for Spot-Buys

Empower your sales teams to quickly identify, analyze, and deliver personalized quotes to new buyers. With PROS Smart Configure Price Quote, sales teams can leverage guided selling questionnaires to find the right products customers need, while increasing deal sizes with AI-based cross-sell recommendations. To tailor the offer for each buyer even further, sales teams can rely on AI-optimized price recommendations, increasing the probability of closing the sale quickly and profitably. For more informed decisions and streamlined approvals, deal and line scoring is available to users. Furthermore, using modern dashboards with analytics like Gauge, Waterfall, and Pie charts, quote data is displayed in a consolidated and comprehensible manner.

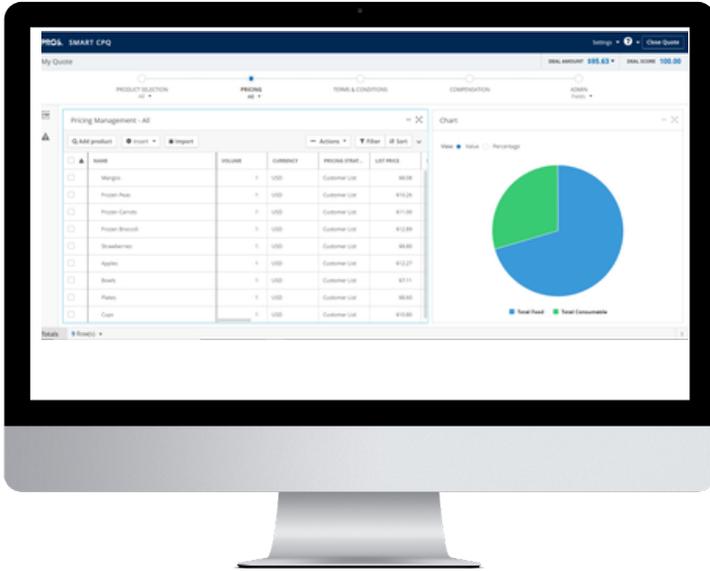
PROS Smart Configure Price Quote integrates directly with your CRM and ERP, so the products and services from the quote can be directly placed through your ERP tool, while the quote is saved in every opportunity's record.



Management of Simple to Complex Engineering and Order Configurations

To empower your sales team with focus on revenue-generating activities, all products should be managed within the same CPQ tool. PROS Smart Configure Price Quote allows sales to win on the first offer by accelerating the configuration process, providing personalized price envelope designed for each specific selling condition and allowing sellers to quickly capture all commercial terms and conditions. The configuration engine handles both rules and constraints, and addresses from simple bundling to the most complex product and service configurations. Using massive in-memory technologies, PROS Smart Configure Price Quote is the fastest constraints engine on the market.

PROS Smart Configure Price Quote successfully eliminates errors and manual tasks and automates the generation of the bill of materials (BOMs) and routings (step-by-step operations to manufacture a product) of configured products.



High Performance Quoting Workflows

Though PROS Smart Configure Price Quote’s intuitive UI, your sales team easily gets accurate and relevant quoting information, allowing it to perform efficient tasks and support all selling scenarios of up to 10,000-line items.

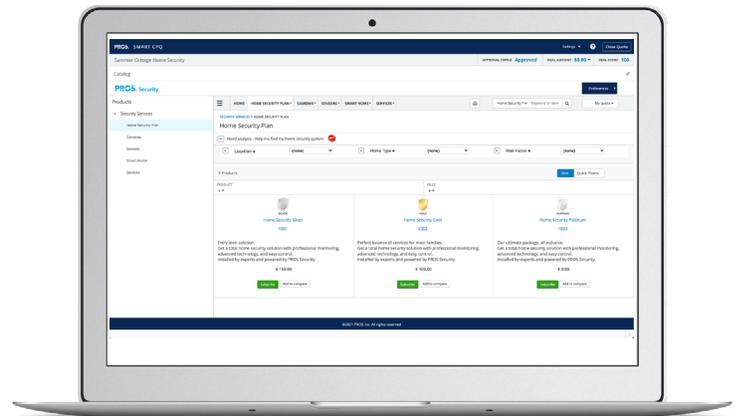
The solution enables salespeople to create flexible and streamlined quoting workflows by easily adapting the process to their actual business needs in a step-by-step fashion. With easy data manipulation for large volume quotes, salespeople can now leave cumbersome and slow response times to high volume RFPs in the past.

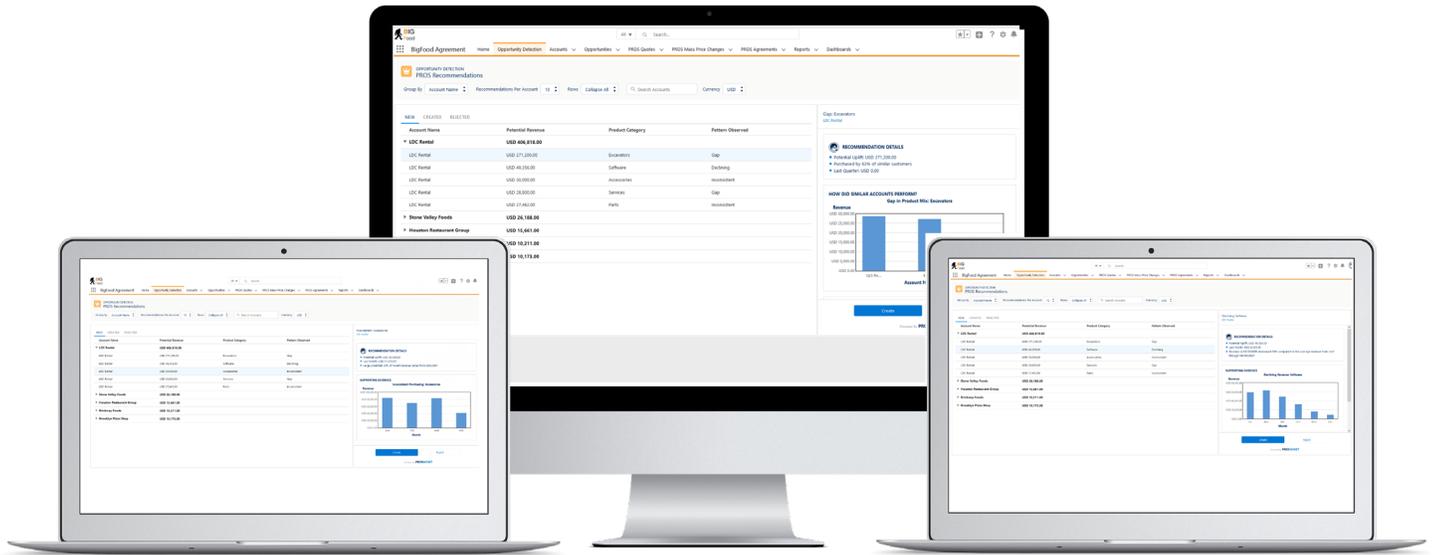
PROS Smart Configure Price Quote takes quoting capabilities a step further by allowing sellers to also manage subscription pricing and quoting of any sellable product catalog item with subscription-based terms & rate plans.

Packaging and Selling Subscription Services

As the subscription economy is growing, PROS empowers organizations to easily sell their subscription-based products and services. The pricing team can define selling strategies for subscriptions, comprised of a mix of charges and terms. Once the strategies are defined, sales can leverage PROS Smart Configure Price Quote to sell subscription deals comprised of regular order products and subscription products. Their quote offers a comprehensive view of the different elements, whether one-time, recurring, or usage charges, as well as a capability to understand one-time and recurring revenue. This allows them to ensure profitability over time.

Subscription offers can be executed effectively to cover any selling scenario, including the needs of Sales and eCommerce teams. PROS Smart Configure Price Quote fully integrates with any billing software.





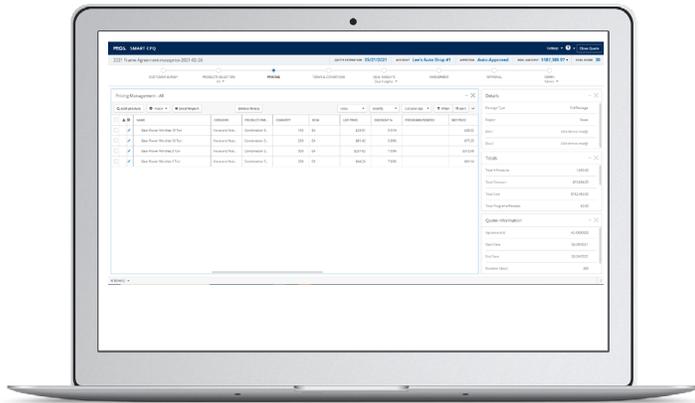
Uncovering Expansion Opportunities and Churn Threats Through Advanced Algorithms

To identify declining purchase behavior and revenue, PROS Smart Configure Price Quote uses a churn algorithm. Understanding this buying pattern provides the sales team with early notice of potential customer dissatisfaction. It takes out seasonality, reducing the potential for false positives.

PROS Smart Configure Price Quote also identifies customers who have large variations in the timing and quantity of purchases. The solution 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 strengthen the relationship and eliminate inconsistent buying.

Through connection and consistency algorithms, your sales team can identify products a customer’s peers are buying that they have yet to purchase. Now, the sales team can instantly bring relevant new product suggestions to the customer.

All AI recommendations are automatically delivered to Microsoft Dynamics 365 or Salesforce, so the sales team can instantly review and take relevant action directly in their CRM. The solution first presents the top opportunities and then continues to replace them as action is taken.



Creation and Management of Sales Agreements and Contracts

PROS Smart Configure Price Quote enables sales teams to manage the agreement lifecycle. The solution provides analytical insights such as waterfall charts and profitability ratings, making it easy for sales teams to analyze every deal and see the business impact of each pricing decision. With PROS Smart Configuration Price Quote, sales analysts can always get accurate cost data for sales agreements that are dependent on fluctuating commodity prices. PROS Smart Configure Price Quote also automates the recalculation of sales agreement prices at any desired frequency or at point of the renewal. Businesses looking to take their sales agreements workflow to the next level can leverage PROS price optimization capabilities to maximize on revenue and profitability. Once finalized, PROS Smart Configure Price Quote centralizes and stores all sales agreements prices along with their terms and conditions.

WHAT MAKES PROS SMART CONFIGURE PRICE QUOTE DIFFERENT

- Flexible Product Catalog**
 Leverage a responsive catalog with intuitive guided selling questionnaires to help users to find the right products
- Error-Free Configurations at Scale**
 With a constraints-based configuration engine, empower even junior reps to accurately configure the most complex products and services
- Advanced Visualization Capabilities**
 Provide multiple visualization and configuration techniques (2D/3D) to ease the configuration of complex products
- Ability to Handle Large Bids or RFPs**
 Create and manage large quotes, bids and RFPs efficiently with up to 10K line items
- Personalized Recommendations to Sales**
 Use AI to analyze different buying behaviors (gap analysis, churn detection, inconsistent buying patterns) and provide tailored product recommendations for cross and upsell
- Dynamic AI Price Optimization**
 Integrate AI-based price recommendations to accelerate close rates without leaking revenue or margin for the business
- Regional Localization**
 Leverage the same tool across multiple global sites with regional catalogs and the right currencies
- Streamlined Sales Agreements**
 Create, amend, renew, and extend agreements. Configurable terms and conditions, including price protection. Real-time insights of agreement changes during the amendments and renewal process
- Monitoring of Sales Agreements**
 Visibility into consolidated and detailed views of each agreement that facilitates management and analysis
- Increased Sales Collaboration**
 Enable multiple salespeople to work on a deal simultaneously. Collaborate with internal pricing teams to get up-to-date prices for every product and service

Business Outcomes You Can Expect

The benefits of implementing intelligent quote-to-cash technology include*:



PROS Smart Configure Price Quote Packages

PROS Smart Configure Price Quote streamlines end-to-end your sales processes by delivering a rich set of capabilities and automated workflows to power your omnichannel selling.

Depending on your current and future needs, the solution is available for purchase in the three editions below:

Essentials

\$60 per user per month

- ✓ Product catalog
- ✓ Product comparison
- ✓ Advanced search
- ✓ Guided selling
- ✓ Product and solution bundling
- ✓ Price list management
- ✓ Price-discount waterfall
- ✓ Performance quoting for up to 1,000 quote line items
- ✓ Multi-dimensional quoting
- ✓ Multi-level quote approvals
- ✓ Word-based document generation
- ✓ Microsoft Excel import/export
- ✓ CRM integrations
- ✓ Order submission to ERP

Advantage

\$75 per user per month

- ✓ **Everything in Essentials plus...**
- ✓ Constraints-based product/service configuration
- ✓ Fast configuration
- ✓ Performance quoting for up to 5,000 quote line items
- ✓ Parts quoting
- ✓ Quote analytics
- ✓ Creation of bills of materials (BOMs)
- ✓ Rules-driven price recommendations
- ✓ Agreements lifecycle management
- ✓ Subscription selling
- ✓ Access to CPQ APIs for eCommerce and custom applications

Ultimate

Call for pricing

- ✓ **Everything in Advantage plus...**
- ✓ Performance quoting to +10,000+ quote line items
- ✓ AI-driven churn detection
- ✓ AI-driven cross-up and sell recommendations
- ✓ Automated CRM opportunity recommendation and creation
- ✓ 2D/3D product visualization

AVAILABLE INTEGRATIONS

- Salesforce Sales Cloud – CRM
- Microsoft Dynamics 365 – CRM
- SAP - ERP, Variant Configurator, Cloud 4 Customer (CRM)
- Adobe Sign – Document eSign
- DocuSign – Document eSign
- Avalara – Sales tax calculation
- iCertis – Contract lifecycle management
- Integrates with eCommerce platforms via REST APIs

FEATURES OF PROS CLOUD

- Full application service management and SLA
- Tier 3, data centers
- HIPAA compliant environments
- High performance and availability
- ISO 27001, SOC 2 Certified
- Industry-standard firewalls and intrusion detection/prevention
- Continuous internal vulnerability assessments coupled with third-party vulnerability assessments

LEARN MORE

For more information on this or any of our products, please contact PROS at pros.com or call 1-855-846-0641.

About PROS

PROS Holdings, Inc. (NYSE: PRO) provides AI-powered solutions that optimize selling in the digital economy. PROS solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions.

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