Welcome to The **PROS.** Platform™

The unified SaaS platform at the heart of **transformative selling experiences**

## What's inside?

PROS.

Digital technologies have forever altered the landscape of the global economy, blurring the lines between B2C and B2B engagement models.

With this shift, barriers to entry for new market entrants have been lowered – or removed – and customer behavior has changed rapidly. Customers have become accustomed to simplicity in purchasing and having the ability to choose how and when they interact with a business, brand, or retailer. Once synonymous with B2C buying, these characteristics now reflect the changing expectations of today's B2B buyers for working with vendors and partners.

The implication is clear. Customer experience will be the new battleground for B2B organizations to compete. But even though 80% of companies believe that they deliver "super experiences," only 8% of customers agree. To sustain a competitive advantage, B2B organizations must reimagine the end-to-end omnichannel selling journey.

SOURCE:
The Future of Sales in 2025: A Gartner Trend Insight Report

**By 2025, 80 % of B2B sales interactions between suppliers and buyers will occur in digital channels.**

80%

The **PROS**.Platform
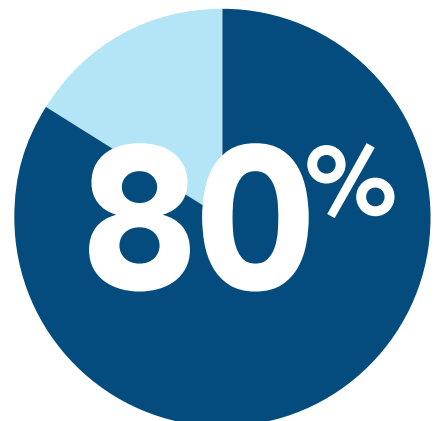
B2B organizations can no longer rely solely on the salesperson or client relationship to drive growth in the new digital economy.

For businesses to be successful, they must accelerate digital transformation by standing up new digital channels while harmonizing sales between these digital channels and their existing sales channels.

SOURCE:
The Future of Sales in 2025:
A Gartner Trend Insight Report

By 2025, 60% of B2B sales organizations will transition from experience- and intuition-based selling to data-driven selling, merging their sales process, applications, data, and analytics into a single operational practice.

60%
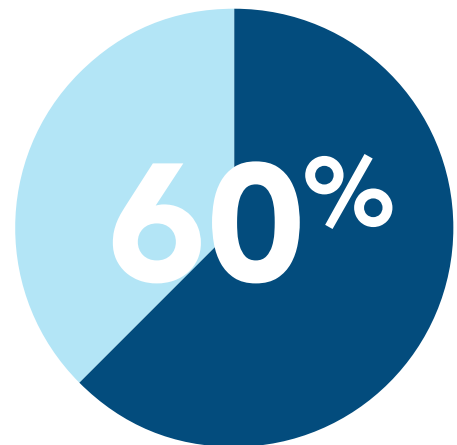
Unfortunately, many companies are burdened by legacy IT environments typified by disparate point solutions, inefficient processes and tools, and siloed organizations, resulting in disconnected experiences for their customers.

What Can Businesses Do?

3 actions

to thrive in this new digital selling environment:

1 Ensure Consistent Customer Experience Across All Buyer Touchpoints

Customers can, and will, interact with your business through multiple channels, so it is imperative to support the buyer's ability to move freely between online and offline touchpoints.

2 Prioritize Cross-Organizational Alignment

Double down on all alignment efforts across marketing, pricing, sales, eCommerce, and support processes to better understand your customers' needs and ensure you offer the right product at the right price for each customer. These functional areas are critical to driving an improved sales process.

This requires building a consistent, data-driven view of your customers and your product and pricing data, as well as a set of connected capabilities and selling workflows.

3 Leverage New Technologies to Improve Sales & Pricing Processes

Prioritize systems that are cloud-first with modern, flexible architectures designed for scalability and reusability that prepare your business for delivering intelligent and personalized experiences.

By focusing on key buying and selling capabilities, you can reuse these capabilities in your current selling channels and whatever selling channels you choose to activate in the future.
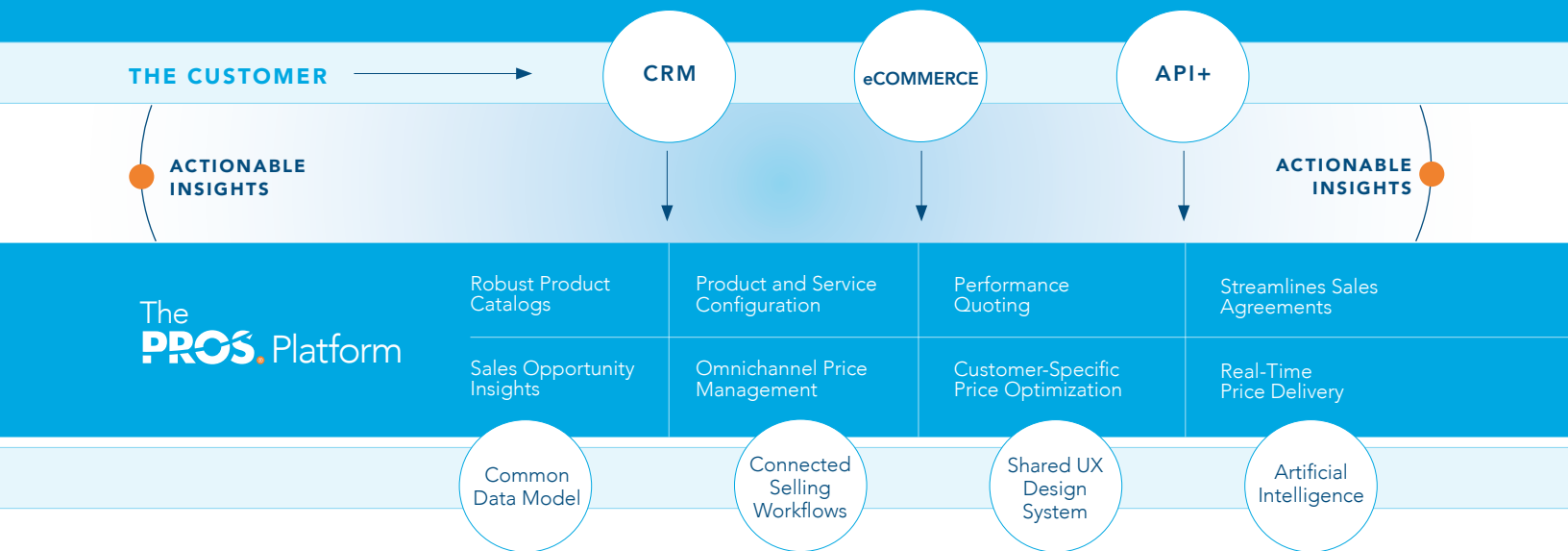
What is The PROS. Platform™?

A fully integrated, intuitive platform that eliminates barriers between your pricing, sales, and eCommerce teams, and optimizes every shopping and selling experience.

PROS is ready to support your business in the transition to omnichannel, digital selling with the PROS Platform.

The platform offers a set of interconnected capabilities and insights – regardless of industry – that help accelerate revenue growth, drive channel harmonization, provide pricing and quoting efficiencies, and much more!

How It Works:

THE CUSTOMER →	CRM	eCOMMERCE	API+

ACTIONABLE INSIGHTS

ACTIONABLE INSIGHTS

The PROS. Platform

Robust Product Catalogs	Product and Service Configuration	Performance Quoting	Streamlines Sales Agreements
Sales Opportunity Insights	Omnichannel Price Management	Customer-Specific Price Optimization	Real-Time Price Delivery

Common Data Model

Connected Selling Workflows

Shared UX Design System

Artificial Intelligence

Customers who leverage the PROS Platform will be better positioned to compete in this new digital paradigm where exceptional customer experience is paramount.

Offers Powerful Business AI and Machine Learning

Integrate processes with decades of proven, trusted AI and machine learning innovation to transform how enterprises harness data insights to effectively sell and accelerate revenue.

Facilitates Real-Time Price Delivery

High-performance price engine that enables dynamic price changes delivered to every sales channel.

Accelerates Quote Delivery

High-performance quoting engine that supports the creation and management of large-scale RFPs, bids, and contracts for sales teams.

Integrates with Backend Systems

Integration into existing commerce ecosystems (CRMs, ERPs, eCommerce platforms).

How does the PROS Platform transform digital selling for your team?

As part of their digital transformation efforts, strategic B2B organizations are shifting to a more solutions-focused, data-driven approach to selling.

To be successful and accelerate sales cycles, they are adopting the technology and internal processes needed to allow their sales, pricing, eCommerce, and other internal teams to make the transition.

TRANSFORM DIGITAL SELLING FOR

Pricing Teams

Do you experience these common pricing challenges?

With advanced price strategy, management, and coordination capabilities, the PROS Platform enables pricing teams to harmonize prices across all sales channels, eliminating channel conflict.

The PROS Platform allows pricing leaders to price for new products, channels, touchpoints, regions, and customers with the speed and agility to win the race to market and disrupt competition.

CHALLENGE

"Channel conflict makes it difficult to ensure our product and pricing offers are aligned between traditional and digital channels."

CHALLENGE

"Our revenue and profitability are stagnant, or even declining."

CHALLENGE

"Pricing teams find it difficult to collaborate with sales to provide visibility into up-to-date pricing."

How the PROS Platform helps Pricing Teams

The PROS Platform enables pricing leaders to develop and deploy dynamic price strategies that maximize the revenue and profit potential of every sale across all sales channels.

CHALLENGE

Channel conflict makes it difficult to ensure our product and pricing offers are aligned between traditional and digital channels.

SOLUTION

The PROS Platform ensures pricing leaders can establish pricing governance and consistency in the offers across all sales channels, eliminating conflicts and price discrepancies.

CHALLENGE

Revenue and profitability are stagnant, or even declining.

SOLUTION

The PROS Platform helps pricing teams gain visibility into performance, to eliminate revenue, and margin leakage. By bringing together all pricing information pricing leaders can uncover opportunities for sales improvement and determine what are the revenue and margin drivers for the business.

CHALLENGE

Pricing teams find it difficult to collaborate with sales and to provide visibility into up-to-date pricing.

SOLUTION

To provide sales teams with competitive, up-to-date prices for quotes and agreements, the PROS Platform gives pricing teams the ability to build and manage complex pricing models that take into consideration the latest market conditions, and customers' willingness-to-pay. With the help of automated pricing and approvals, pricing teams can deploy these optimized strategies quickly and effectively across all channels, driving improved collaboration with sales teams. By relying on price optimization analysis and actionable price recommendations, pricing experts can empower sales teams with customer-specific pricing, fit for every unique buyer interaction and with maximized profitability.

The PROS. Platform

Selling Teams

Do you experience these common digital selling challenges?

With the PROS Platform, you can enable your digital buyers to easily self-serve through your eCommerce sites while delivering the right transactional price, so that buyers can effectively complete purchases online.

CHALLENGE

"Slow response times and quoting errors hamper our selling efforts."

CHALLENGE

"Sales struggles with expanding new opportunities to our existing customers."

CHALLENGE

"Sales has no visibility into what prices will profitably close deals."

The PROS. Platform

How the PROS Platform helps Selling Teams

The PROS Platform enables businesses to revolutionize their sales process to drive increased sales and customer expansion by streamlining and expediting implementation of essential quoting functions.

CHALLENGE

Slow response times and quoting errors hamper your selling efforts.

SOLUTION

The PROS Platform automates the sales process from end-to-end by improving your organization's ability to grow your revenue and sell more.

CHALLENGE

Sales struggles with expanding opportunities with existing customers.

SOLUTION

The PROS Platform delivers AI-based cross-sell and upsell recommendations for existing customers to expand share of wallet, drive customer satisfaction, and safeguard themselves from the competition.

CHALLENGE

Sales has no visibility into what prices will profitably close deals.

SOLUTION

Sales can leverage optimized price recommendations for every buyer and for every selling scenario. The PROS Platform also facilitates real-time collaboration with other sales or pricing team members, accelerating the sales process for large deals or price changes, escalations, or approvals.

The PROS. Platform

Digital Commerce Teams

Do you experience these common eCommerce challenges?

With the PROS Platform, you can enable your digital buyers to easily self-serve through your eCommerce sites while delivering the right transactional price so that buyers can effectively complete purchases online.

CHALLENGE

"We can only display list pricing on our eCommerce site because of limitations with our ERP and backend systems."

CHALLENGE

"Our product is complex and requires extensive configuration that our eCommerce site is unable to handle."

CHALLENGE

"Our customers are frustrated that they are unable to easily move between sales channels or are not confident that our eCommerce site provides the best offer."

The **PROS** Platform

How the PROS Platform helps Digital Commerce Teams

The PROS Platform integrates with eCommerce portals and platforms, allowing companies to increase the usability and adoption of their digital sales channels.

CHALLENGE

We can only display list pricing on our eCommerce site because of limitations with our ERP and backend systems.

SOLUTION

The PROS Platform's real-time pricing engine delivers optimized prices, enabling self-serve buyers to easily purchase from your eCommerce site.

CHALLENGE

Our product is complex and requires extensive configuration that our eCommerce site is unable to handle.

SOLUTION

The PROS Platform features intuitive configurator logic extended to your eCommerce platform, allowing buyers to confidently and accurately configure even the most complex product or service offering.

CHALLENGE

Our customers are frustrated that they are unable to easily move between sales channels or are not confident that our eCommerce site provides the best offer.

SOLUTION

The PROS Platform harmonizes eCommerce offers with other sales channels, allowing customers to feel confident that they are receiving the best offer regardless of which channel they wish to transact through.

Let's connect.

Find out how the PROS Platform can help your organization realize omnichannel selling in the digital economy.

LEARN MORE

pros.com/platform

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. To learn more, visit pros.com.