

Control

Turn Pricing into a Competitive Advantage



No matter how hard you work, you're still spending too much time juggling spreadsheets and fighting fires and not enough time pricing strategically to drive more profitable growth. PROS Control edition of the PricingPRO solutions gives you the ability to start centralizing all pricing strategy and execution to create a single source of pricing truth. Now you can manage and enforce pricing policies, quickly change pricing strategies, identify and prevent revenue and margin leaks, grow revenue, eliminate errors and start to use pricing as a strategic advantage.

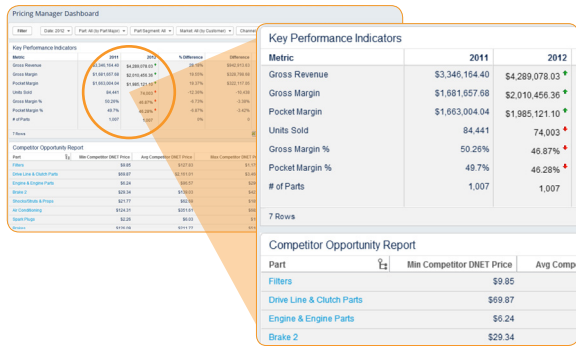


A successful Price Optimization & Management implementation can increase margins by 50 basis points or more, and increase revenue by 2% to 4%.

- Gartner

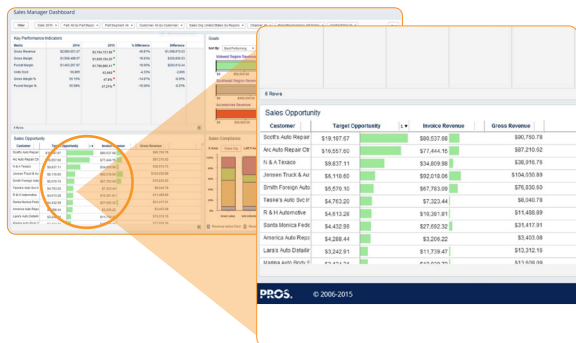
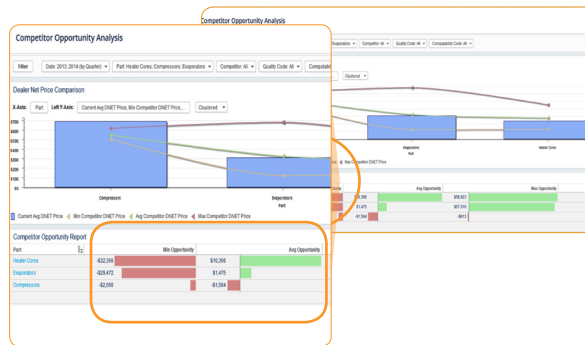
VISIBILITY AND TARGETED ACTION:

- ✓ Instant visibility into revenue and margin leakages with the Pocket Margin Waterfall.
- ✓ Quickly identify customer-specific product and pricing opportunities.
- ✓ Access pricing reports based on industry best practices.
- ✓ Improve speed to market with accurate, updated pricing.
- ✓ Eliminate pricing errors.
- ✓ Quickly and easily change pricing strategy.
- ✓ See the predicted outcomes of your price strategy with price modeling.
- ✓ Understand the forecasted impact of your price adjustments.
- ✓ Share insights quickly and easily for increased cross-functional collaboration.
- ✓ Automate price updates triggered on changing market conditions.
- ✓ Ensure you are getting the full value from your products through price approval workflows.
- ✓ Compare different price strategy scenarios and implement the one that best meets the current business needs.



The manager dashboard quickly identifies profit and margin opportunities enabling pricing managers to instantly update pricing for millions of products.

Schedule pricing updates that are automatically triggered based on changes in cost and competitive pricing moves.



Rule-based pricing and policies allow the pricing team to improve discount discipline.

KEY FEATURES

- Compare different price strategies and implement the one that best meets business goals.
- Automate many price management tasks, freeing up precious time to focus on price strategy.
- Quickly and easily keep prices up-to-date for thousands, even millions of SKUs.
- Change prices in real time based on current market conditions.
- Eliminate price errors due to manual intervention.
- Collaborate across geographies and functions for annual price adjustments with Mass Price Change Management, see potential impact and easily publish price updates for millions of SKUs.

PATENTED, PROVEN DATA SCIENCE

- Increase profitability and deal size with intelligent up-sell and cross-sell recommendations determined from actual buying patterns.
- Identify unique customer segmentation insights using attribute library developed from 30 years of experience.
- Utilize win-rate elasticity to determine the precise price that maximizes your expected revenue or margin for each deal by balancing the probability of winning the deal with the price of the deal.
- Track current offerings, introduce new ones and optimize the best offering by customer segment – even when facing competing goals such as revenue, conversion or profit.
- Solution based on growing intellectual property portfolio of 30+ patents and pending patents.

PROS CLOUD

- Full IT service management.
- Tier 3, SOC 2 data centers.
- HIPAA compliant environments.
- Application-level SLA.

BROWSERS

- Internet Explorer
- Chrome
- FireFox

DATA VISUALIZATION

PROS Control leverages 30 years of experience with providing powerful data visualization tools to uncover your biggest revenue and margin opportunities. Armed with these unique insights from PROS, customers are realizing millions of dollars in incremental revenue and profit.

- Track margin and volume trends.
- Identify product and customer outliers.
- Identify daily margin opportunities showing demand and availability in a calendar-type format.
- Track relevant KPIs for each role.
- Compare volumes, product mix and pricing for peer groups.
- Create additional charts and graphs based on unique business requirements.
- Identify the drivers causing changes in revenue and margin between two time periods.
- Conduct ad hoc analysis using line item detail for additional visibility into revenue and margin opportunities.

CONTACT PROS

For more information on this or any of our products, please contact PROS at:

 [PROS.com](https://pros.com)

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