The PROS Hotel Revenue Optimization Solution™ incorporates the most powerful and advanced optimization and forecasting methodologies available to drive significant revenue increases ranging from 3-6 percent. Coupled with PROS scalable architecture, thin customer implementation, and proven success, PROS Hotel Revenue Optimization Solution represents the next wave of revenue management.

**QUICK FACTS**
- Provides substantial revenue increases.
- Automatically separates and controls yieldable demand and price sensitive demand.
- Offers centralized installation with remote access through web-enabled browser.
- Built with high-performance and highly scalable architecture on thin customer platform.
- Allows forecasting at any level of detail.
- Offers dynamic bid prices in real-time.
- Provides upgrade logic and overbooking routines to maximize revenue.
- Includes independent forecasts of demand for each product, including length of stay.
- Enables you to conduct immediate “what if” analysis.
- Available as either centralized or hosted configurations.

**FORECAST WITH ACCURACY AND CONFIDENCE**
Using the most powerful and advanced optimization and forecasting methodologies available, PROS Hotel Revenue Optimization Solution gives you powerful capabilities that enable you to forecast with accuracy and confidence:
- View the exact level of forecasting detail you want.
- See revenue forecasts by property, campus and market.
- Get detailed forecasts by room type, rate category, arrival dates, booking sources, market segment and length of stay.

**INCREASE YOUR REVENUES**
Whether you operate 25 properties or 5,000, the pricing decisions you face daily have never been so complex or as important to your bottom line.
- Make pricing decisions that maximize your revenues and profits.
- Immediately address market fluctuations.
- Automatically adjust price recommendations to account for group bookings.

Enjoy the most advanced group-forecasting capabilities in the industry, with recommendations based on total group revenue, including ancillary revenue and consideration for transient displacement costs, ancillary revenue costs and commissions.
CRUISE PRICING AND REVENUE OPTIMIZATION SOLUTION
PROS Cruise Pricing and Revenue Optimization Solution™ helps you understand consumer price sensitivities, track competitor behavior, and quickly set prices and availability to achieve the highest expected revenue or profit.

PROS CAN HELP
- Identify pricing opportunities.
- Maximize revenue per cabin.
- Minimize risk of denied boardings.
- Spot market fluctuations.
- Forecast with detailed knowledge.
- Apply a consistent, scientific approach to pricing.
- Evaluate groups including ancillary revenues.

INCREASE YOUR REVENUES
Used by both large and small cruise lines, PROS Cruise Pricing and Revenue Optimization Solution reduces the need for manual processes by providing a consistent and scientific approach that drives greater revenue through better pricing decisions:
- Make pricing decisions that maximize revenues and profits.
- Immediately address market fluctuations.
- Automatically adjust price recommendations to account for group bookings.

Whether you’re just getting started with optimization tools, or a veteran user, find out how PROS Cruise Pricing and Revenue Optimization Solution can drive dramatically improved performance for your organization.

CRUISE PRICING AND REVENUE OPTIMIZATION SOLUTION BENEFITS
- Identify pricing opportunities.
- Maximize revenue per cabin.
- Minimize risk of denied boardings.
- Spot market fluctuations.
- Forecast with detailed knowledge.
- Apply a consistent, scientific approach to pricing.
- Evaluate groups including ancillary revenues.

SIMPLIFY, ACCELERATE AND IMPROVE YOUR DECISION MAKING
Timely decisions are essential to maximizing revenues and profits. PROS Cruise Pricing and Revenue Optimization Solution simplifies and improves your ability to make decisions quickly. Use existing data sources to get immediate views of historical pricing actions and performance to help improve the quality of your decisions.

REDUCE BUSINESS RISKS WITH PROS EXPERIENCE
The long-term leadership position and solid financial performance of PROS Cruise Pricing and Revenue Optimization Solution make it the smart, safe choice for cruise line revenue optimization.
What PROS has to offer:

TECHNOLOGY
PROS software architecture is based on open standards. PROS has created a component-based design in a service-oriented architecture to develop a flexible, layered framework. Rather than developing custom code for each customer, PROS Pricing Solution Suite is configured to meet each customer’s unique business requirements. PROS solutions operate in some of the largest and most demanding enterprise environments including systems with hundreds of concurrent users and systems optimizing millions of prices daily at sub-second ecommerce speed. The data needed to execute pricing and revenue optimization functionality typically resides in a company’s ERP, SCM and CRM systems, industry-specific transaction systems, office productivity tools such as spreadsheets and external market data sources. PROS’ experience in integrating with multiple large-scale databases includes some of the world’s largest ERP implementations.

PROFESSIONAL SERVICES
Business and industry experts within PROS Professional Services are responsible for planning and implementation of PROS software products. PROS Implementation Services personnel are responsible for configuration and technical deployment. All team members have extensive experience implementing PROS software products in global enterprises across multiple industries based on a standardized and proven implementation process. PROS Professional Services analyze a customer’s current pricing processes, identifying specific high-value pricing needs and relevant pricing data and configuring PROS software products to the customer’s specific business requirements. Implementation Professional Services deploys PROS software products to configuration specifications, assisting customers in loading and validating pricing data and supporting organizational activities to assist customers’ transition from awareness of pricing challenges to adoption of Pricing Excellence best practices.

SCIENCE & RESEARCH
PROS employs over 25 staff scientists with more than 15 PhDs. PROS’ Science & Research team is dedicated to the practical application of advanced pricing and revenue optimization science and technology; driving development and implementation of advanced science in PROS software products. PROS’ science expertise includes operations research, management science, statistics, econometrics and computational methods. PROS’ Science Advisory Council is comprised of faculty from major research universities including MIT and Columbia who advise on the ongoing development of pricing science in PROS software products. PROS scientists regularly interact with customers, product development, sales and marketing, and professional services; applying advanced science to real-world pricing customer demands. PROS is an Edelman Award Finalist for Achievement in Operations Research and the Management Sciences as well as a founding member of The Institute for Operations Research (INFORMS) Pricing and Revenue Management Section.

CUSTOMER SUPPORT
After PROS software products are installed and training is complete, Customer Support provides ongoing support and maintenance. Customer support is provided on a centralized basis from PROS headquarters in Houston, Texas. Customer Support is responsible for providing product support for customers through PROS SupportWeb Portal, a web-based interface for submitting and tracking issues, distributing software releases and bug fixes and hosting PROS knowledge base. In addition, Customer Support responds to customer issues promptly using an escalation process that prioritizes reported issues based on a defined set of severity levels and assist customers in deploying standard releases by providing release web seminars and documentation.

To learn more about how PROS Pricing Software Products can generate high-value and a dramatic ROI in months, please visit www.pros.com for additional information.
ABOUT PROS

PROS Holdings, Inc. (NYSE: PRO) is a big data software company that helps customers outperform in their markets by using big data to sell more effectively. We apply 27 years of data science experience to unlock buying patterns and preferences within transaction data to reveal which opportunities are most likely to close, which offers are most likely to sell and which prices are most likely to win. PROS offers big data solutions to optimize sales, pricing, quoting, rebates and revenue management across more than 30 industries. PROS has implemented more than 500 solutions in more than 55 countries. The PROS team comprises more than 650 professionals around the world.

To learn more, visit www.pros.com.