

RevenuePRO

PROS REAL-TIME DYNAMIC PRICING

PROVIDE THE RIGHT PRICE TO THE RIGHT MARKET
SEGMENT AT THE RIGHT TIME



Realize Your Potential

PROS®

ADDRESSING REVENUE- CRITICAL CHALLENGES

Challenges

- What is the best way to evaluate and differentiate the value of customers in real-time?
- How can point-of-sale selling be enforced?
- How can a sophisticated pricing decision model be applied in real-time?
- How can pricing strategies be applied for the fenceless, restriction-free marketplace?

Solution

- Systematic customer segmentation.
- Flexible workflow that enables pricing strategy management.
- Insightful user interface to implement an intuitive price-availability decision model.
- Maximizing profits by incorporating cost in the price-availability decision model.

Results

- Real-time implementation of pricing, revenue management, and market strategies.
- Incremental revenue over traditional price-availability control.
- Ability to differentiate customers by market and booking channel.
- Immediate response to changing market conditions and business objectives.

ANALYTICS, EXECUTION, AND OPTIMIZATION

Analytics

- Transaction statistics for market planning.
- Monitoring and analysis of market and pricing strategy effectiveness.
- Opportunity analysis by market and fare products.
- Simulation of strategies to show effect of lowest price and relative position versus the competition.

Execution

- Apply hidden fare restrictions in restriction-free markets to maximize revenue.
- Cost-based bias of price-availability to differentiate distribution channels and agencies for revenue optimization.

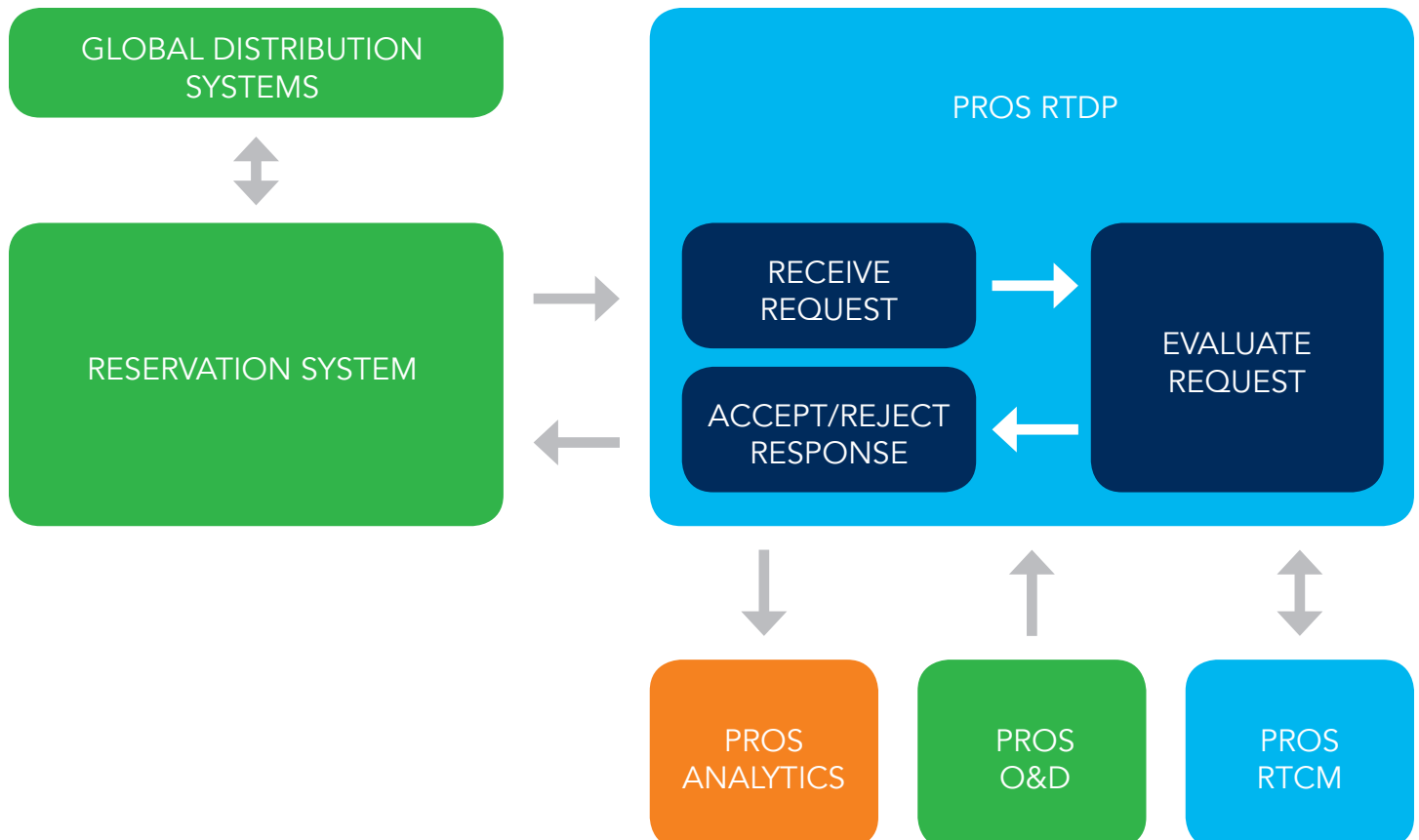
Optimization

- Price-availability evaluation using network optimization.

MODULE OVERVIEW

PROS RTDP provides real-time, optimal decision responses for price, availability, and booking requests. The module seamlessly integrates with the suite of PROS Revenue Management solutions – receiving input from PROS O&D System and PROS Real-time Customer Management (PROS RTCM). Subsequently, the results of the evaluation process can be fed into PROS Analytics to formulate business strategies.

PROS Real-Time Dynamic Pricing (PROS RTDP) uniquely identifies and evaluates each passenger request and determines the optimal price based on revenue management and business strategies.





About PROS

PROS Holdings, Inc. (NYSE: PRO) is a revenue and profit realization company that helps B2B and B2C customers realize their potential through the blend of simplicity and data science. PROS offers cloud solutions to help accelerate sales, formulate winning pricing strategies and align product, demand and availability. PROS revenue and profit realization solutions are designed to allow customers to experience meaningful revenue growth, sustained profitability and modernized business processes.

To learn more, visit pros.com.

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

Copyright © 2016, PROS Inc. All rights reserved. This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error -free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.