



# WHY COMPANIES CONSISTENTLY REALIZE MORE REVENUE AND PROFIT

WITH PROS SMART CPQ

Realize Your Potential

**PROS**®

# PROS VERSUS OTHER VENDORS

CATEGORY	PROS APPROACH	OTHER VENDORS APPROACH	WHY IS IT IMPORTANT?	CUSTOMER BENEFITS	PROOF POINTS
Negotiation Guidance	PROS offers customer-specific pricing guidance driven by data science in the CPQ process; providing salespeople with the intelligence they need to win with confidence.	Other vendors store and/or automate existing pricing with no attention paid to whether the price has a high probability of winning.	Will doing the wrong deal faster really help? Automating bad quotes without the use of pricing insights delivered to the sales team will hurt deals and margins. PROS is the only vendor with a 30 year history in both CPQ and price optimization.	Realize more revenue and profit through customer-specific pricing guidance delivered at the point of negotiation.	HP has realized 200 + basis point margin improvement and hundreds of millions of incremental revenue improvement.
Personalized Cross Sell	PROS data science-driven cross sell enables you to personalize product recommendations for your customers. Using science algorithms on your customer segments, you can now effectively increase your average order sizes by providing customers recommendations they are most likely to buy. Best of all this cross sell method is automated so it's simple for you to keep your product recommendations updated at all times.	Other vendors provide cross sell recommendation lists based on their knowledge of the product at that point in time. The recommendations are incomplete and get outdated quickly making their cross sell process ineffective over the long term.	Cross sell can be an effective tool to increase revenue if done right. Many global organizations use cross sell ineffectively because the product relationships initially identified get stale and outdated due to lack of resources to continually refresh the cross sell recommendations over time.	Leverage an automated cross sell process with low administrative burden long term. Stay one step ahead of your customer with personalized recommendations thereby improving their overall experience. Increase revenue and profit by achieving increased deal sizes.	More than 50% of existing customers are interested in implementing science based cross sell to their CPQ offering

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Configuration Engine	<p>PROS provides a constraint-based configuration engine that requires simple clicks to maintain product relationships (ex. Pen color = Cap color)</p> <p>Product and service bundling is very easy to set up and maintain and PROS Smart CPQ allows your users to easily find and order your products.</p>	<p>Competitors' rules-based engines make managing all but the simplest product bundles time-consuming and prone to error. Beware of make-to-order and engineer-to-order capabilities with rules engines.</p> <p>Also, pricing is hidden at configuration time so users are in the dark about what their selections actually cost.</p>	<p>Without a constraint-based engine, your product experts will spend countless hours managing configuration rules.</p> <p>Rules proliferation and overcomplicated dependencies between rules imply increase in cost because the CPQ vendor or IT staff are needed to maintain rule sets.</p>	<p>Product experts have an easier, more flexible and simpler user experience because constraints are not sequential by nature.</p> <p>Implementation is easier because logic and data are separated.</p> <p>Better experience because price evolves at the same time the user select products options or variants.</p>	<p>One company was using a competitor and had 11,000 configuration rules. Upon deeper inspection that there were really only 20 relationships that need to be managed, leading to a much easier user experience.</p>
Quoting	<p>PROS provides quote flexibility to make quick changes or simulations with a real time impact on the whole quote price calculation like in a spreadsheet, but with the consistency and the control of an enterprise application.</p> <p>PROS Smart CPQ supports thousands of line items to accommodate complex quoting requirements.</p>	<p>When you add a row to a quote in a native application you are hitting the database vs. with PROS Smart CPQ where the entire quote is "in-memory".</p> <p>Native CPQ requires quotes to have less than 20 lines with roll-up calculation to avoid performance issues.</p>	<p>Ability to manage quotes with many lines and with many calculations between cells in multiple columns or rows.</p>	<p>Avoid labor-intensive quoting and ordering activities.</p> <p>Move away from inconsistency of Excel based quoting tools.</p>	<p>Siemens BT has quotes of more than 400 lines with 30+ columns per quote. When updates are made, it takes less than 2 seconds to refresh the quote.</p>

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Interactive Parts Catalog	PROS provides an interactive graphical way to find parts, quote and order them from the same and single tool used for standard and configurable products.	No other vendors provide a dedicated graphical user interface to search for parts.	Parts business is the most profitable business of many manufacturing companies. Streamlining the sales process for this category of product is key.	Access all types of products (standard, parts and configurable) from a single tool that can be deployed across sales channels.	With PROS Smart CPQ, Carrier Transicold is handling 1,000 models of refrigeration equipment with 500,000 spare part serial numbers for 12,000 service centers users.
BOM-generation	PROS can generate multi-level BOMs and routing from product configuration for make and engineer-to-order products. PROS has delivered BOM customization technologies for 30 years – well before the CPQ market existed.	The complexity of make and engineer-to-order products is too difficult for some CPQ applications to handle.	Most CPQ applications which have simple rules engines simply cannot handle multi-level BOMs. Beware of vendors that claim as much - inquire into the level of Apex coding required to achieve multi-level BOMs.	Eliminate the frequent back and forth communication between the engineers, sales team and customers for an accelerated sales process. Automated quote-to-delivery process for tailored-made products.	PROS Smart CPQ automatically generates the specific manufacturing data (bills of materials and routings) and sends it to the corresponding ERP system for each of the Lapeyre plants.
Ease of administration	PROS allows you to update, enhance, modify the product models (product relationships, pricing grids, business constraints, sales dialogs, documents, etc.) without coding or help from PROS product experts.	Competition is claiming that business admins skill sets are enough to administer their CPQ application; however, because of the limitations of their application, customers will need to build Apex code which is a different skillset than a business admin.	Allow your product managers and/or engineers to maintain product relationships and configuration rules without using valuable IT resources. Administer your CPQ catalog in a more economical fashion - manage updates in minutes as opposed to hours or days - without the fear of breaking existing rules.	Reduce risk of implementation and maintenance efforts. Reduce overall TCO. Improve business agility and time-to-market for deployment and new product introductions and changes. No coding.	90% of our PROS customers are self-sufficient, not asking PROS to maintain their product catalog and configuration rule.

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User Experience	PROS is flexible to incorporate anything from simple to sophisticated UIs, including rich mobile user experience.	100% Native CPQ players have only one template that fits all the business cases. If you need to customize UIs, coding is required.	User experience drives adoption.	Corporate branding is consistent across all channels and user experiences. User adoption is faster. Maintenance efforts are reduced.	Saint Gobain Glass Solutions deployed CPQ on iOS and Android Smartphones or Tablets and as well on Desktop for resellers.
Heterogeneous IT Environment	You don't have to worry about being on a single CRM or ERP platform as PROS CPQ delivers regardless of which system your company is currently using.  PROS is uniquely positioned to integrate with all of your CRM and ERP systems, providing out-of-box integration with Microsoft Dynamics and Salesforce. An out of box template for SAP integration is also available.	May only work in one CRM ecosystem. Do you want vendor lock-in?	CPQ is at the core of the digital transformation, both supporting your product portfolio and at the forefront of all your sales channels.  Most global organizations don't have a one-size-fit-all CRM or ERP, utilizing multiple systems throughout the world. Channel partner and B2B/ B2C eCommerce possibilities limited with vendor lock-in.	If you are in the middle of a digital transformation across the globe, you can get benefit from CPQ in advance of a typically multi-year initiative.	Toyota Material Handling is using Oracle CRM with PROS CPQ. If tomorrow Toyota in Japan wants to use PROS Smart CPQ through a different CRM platform, it's possible.
Native + Application	PROS Native + App gives customers the native experience our customer's users demand PLUS the performance they need in complex business environments.	Other vendors' 100% Native Approach does not scale in large and complex environments due to governor limits.	Most medium to large businesses have complexity (# of products, complex solution configurations, lots of quote line items) that require a Native + CPQ solution configuration.	Never worry that your quotation process performance will degrade. Only a Native + model can ensure the speed and accuracy of quoting with the convenience from within your CRM environment.	Medtronic has product model size that represents 60Mb in memory where 100% native CPQ has 6Mb governor limits.

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Omnichannel	PROS provides a single catalog and configuration repository across all GTM channels – direct, indirect, eCommerce and mobile with optimized user experience regardless of which channel your customers and partners choose.	100% native CPQ vendors can only work inside the CRM ecosystem and are not scalable to the needs of a digital marketplace.	Your customers expect a seamless experience – user interaction, product, pricing and quotations - regardless of how they engage with you.	Consistency and experience win in today's hypercompetitive business environment. Open new sales channels without multiple solutions and rebuilding the product repository or redesigning the user experience for each channel.	SFR has deployed PROS CPQ to their multiple sales channels: internal sales, call centers, store, website and even through an Interactive Voice Response system.  40% of our customers have already deployed B2B or B2C eCommerce solutions with PROS.
Global Delivery Capabilities	PROS has a global delivery network of PROS team members and partners that have delivered projects in more than 50 countries around the globe with experience multi-currency and multi-language environments.	Other CPQ vendors have limited experience delivering to the complex needs of global organizations. These vendors refer global support needs to CRM vendor.	Organizations considering global deployments need to have worldwide resources wherever their users need support. CPQ expertise increases adoption and accelerates time-to-value.	Confidence in your CPQ application provides ability to deliver on your global needs.	Manitou offers their customers a sales portal to quote and order the right forklift they need in all continents. Implementation started in the U.S. and expanded to Europe and rest of world.



## 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.

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