

TALES FROM THE CFO

DISTRIBUTION

Unbelievable levels of margin

Amazing increases in revenue

Real stories of AI-powered profit

PROS is the only solution that accounts for both sides of the margin equation: cost and price, enabling customers to outperform their competition. Our streamlined and extensible platform uses AI-driven dynamic pricing and offers convenient access to real-time data, making these outcomes possible.

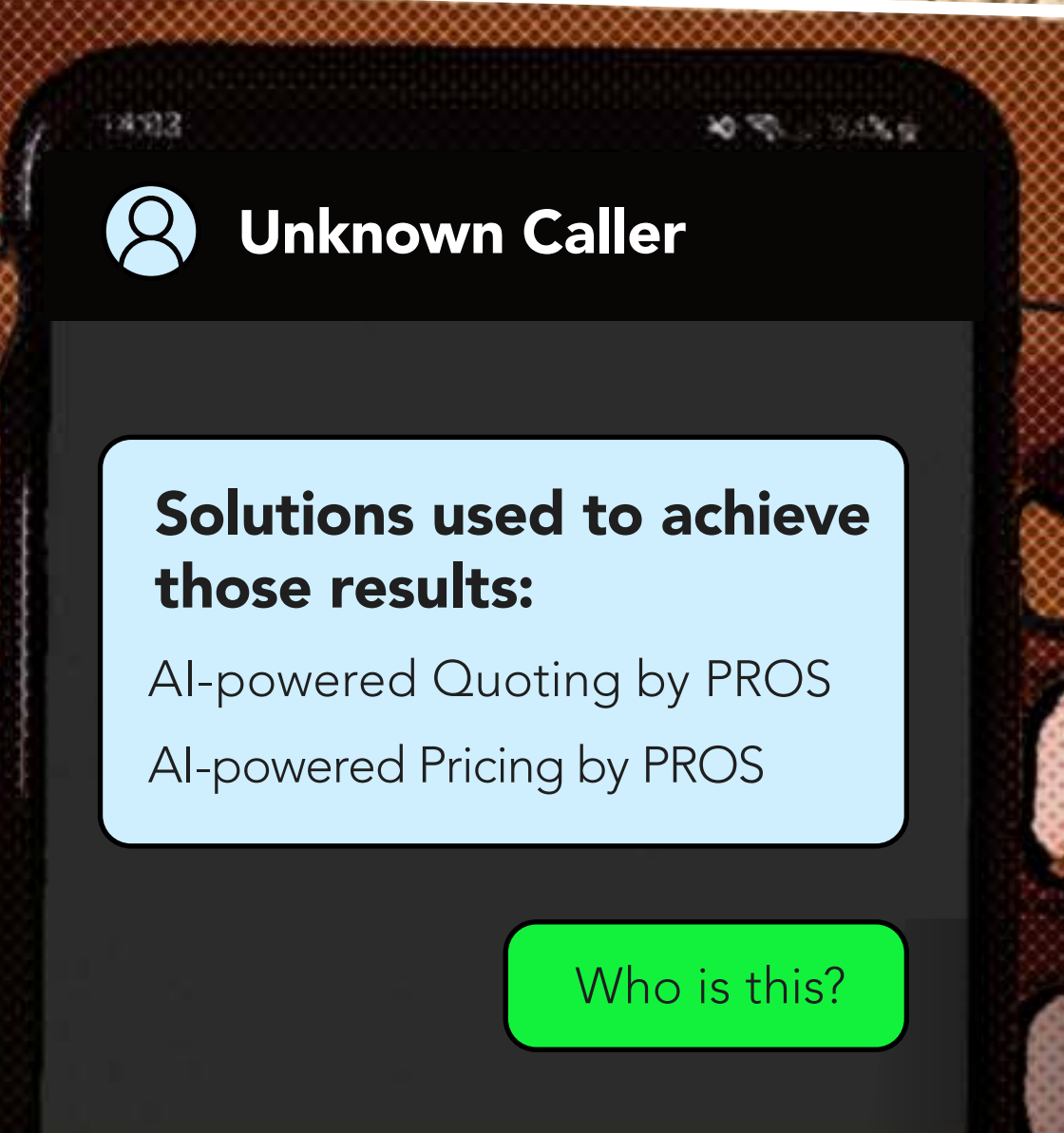
The average Distribution customer realizes:

- 200+** basis-point margin improvement
- 8%** lift in revenue
- 67%** pricing efficiency gains



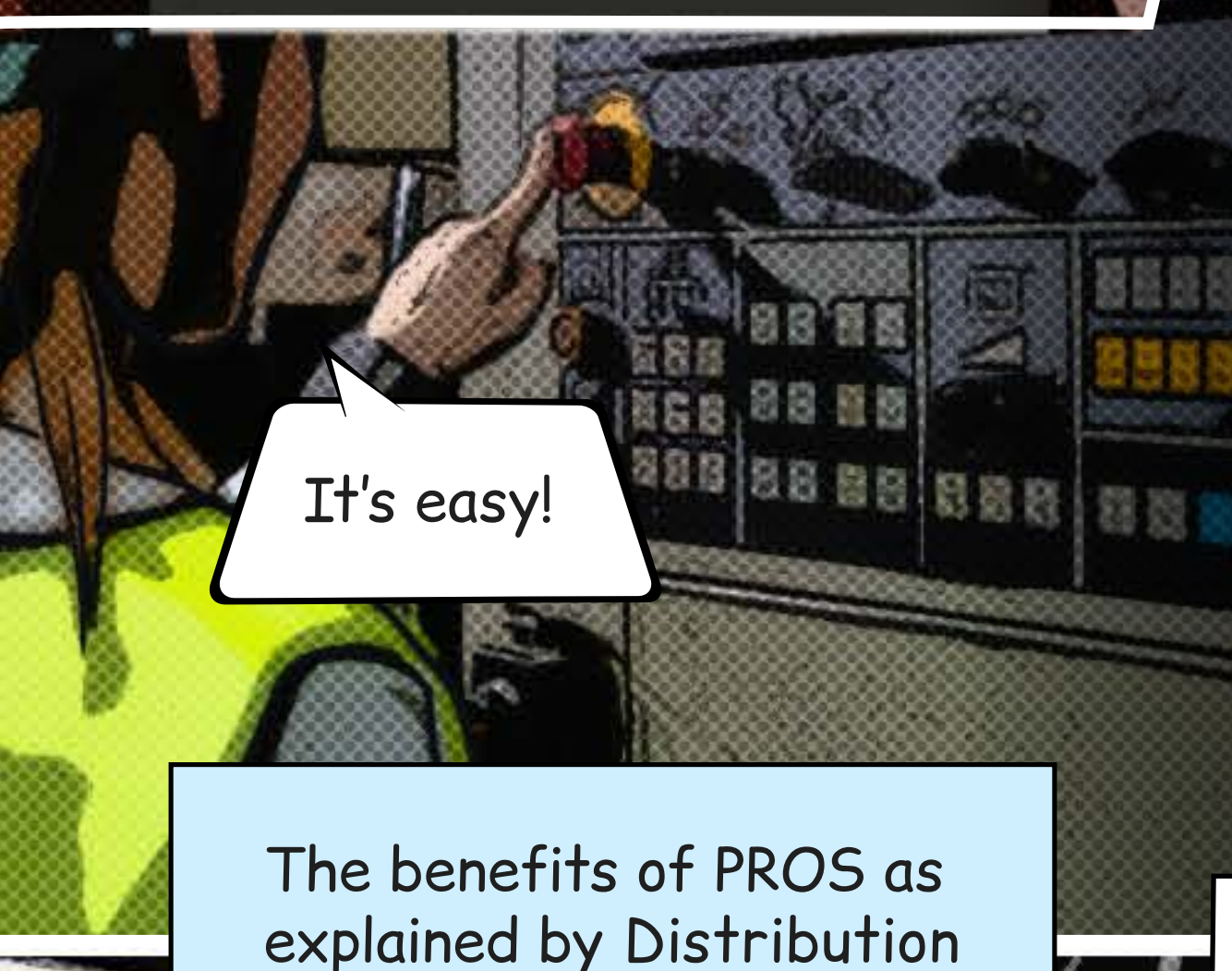
Results experienced by 2 individual industrial Distribution companies using PROS:

- \$75M uplift in revenue
- Optimized pricing for \$7.2B in revenue
- 120-basis-point uplift
- YoY increase in sales
- Added value for customers
- Faster quote turnaround time
- Ease of use



PROS Distribution secrets:

- Automated pricing and sales workflows
- Dynamic, AI-driven pricing recommendations
- Quoting and selling optimization



The benefits of PROS as explained by Distribution industry leaders

"With the integration of our pricing and sales operations through the PROS technologies, we were able to complete a massive undertaking of cost pass-throughs in a matter of weeks versus what would have taken months with our previous tools. This allowed us to impact over \$1 billion worth of sales in an efficient and harmonized process."

— [Redacted], Senior Director, Sales Operations & Pricing Strategy [Redacted]

[Read the full story](#)

"This is the first time in our company's recorded history that we've had inflationary pressures and actually been able to increase our margins, and that's because of PROS."

— [Redacted], Vice President of Business Transformation, [Redacted]

[Read the full story](#)



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