

# TALES FROM THE CFO

## FOOD & CONSUMABLES

**PROS empowers the Food & Consumables industry to take control of volatile markets and optimize buying and selling**—giving customers a significant edge while increasing margin and maximizing revenue. Our streamlined and extensible platform uses AI-driven pricing and quoting, and offers convenient access to real-time data, making PROS The CFO's Best-kept Secret™.

The average Food and Consumables customer realizes:

200-basis-point margin improvement!  
That's unheard of in this industry!

200+

basis-point margin improvement

4%

lift in revenue

67%

pricing efficiency gains



COST AND PRICE

### Results experienced by 2 individual Food & Consumables companies using PROS:

- **Real-time** commodity pricing
- **Better time-to-value**
- **Improved** pricing accuracy
- **Faster** quoting time
- **Reduced** customer churn
- **Optimized** planning



**Unknown Contact**

**Solutions used to achieve those results:**

- AI-powered Quoting by PROS
- AI-powered Pricing by PROS

Finally, perfection—now that I have the right ingredients!



### PROS Food & Consumables secrets:

- Real-time commodity data integration
- Accurate customer segmentation
- Automated pricing and sales workflows
- Dynamic, AI-driven pricing recommendations
- Quoting and selling optimization

"We have a large global reach, operating in 70 countries, so having a partner that can go abroad with us was really important from a geographic perspective. We have complex needs that PROS can deliver on."

—Marketing & Pricing Director for a global food corporation

[Read the full story](#)

"At some point, we needed to take a leap and bring some analytics and more advanced capability to how we are looking at planning, and PROS put forward a really great proposal about the expertise that they could bring and highlighting the knowledge of our business to extract some extra value."

—Josh Sigmund, Director of Ingredients Sales & Operations Planning for Fonterra

[Read the full story](#)

"PROS is our key partner to help us with the digital transformation of our pricing organization across all of our businesses."

—Michael Macrie, Senior Vice President & Chief Information Officer for Land O'Lakes

[Read the full story](#)

Meanwhile, at the PIA surveillance safe house...



Contact an industry expert!

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