

# Pricing in the Digital Economy

PROS

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October 15-18, 2019 | Las Vegas, NV

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Learn how leading businesses are evolving with AI and machine learning to continuously improve their price models.

Join PROS top leaders, scientists and strategists for our keynote session, pricing workshop and breakout sessions:

#### KEYNOTE

Deepak Bhootra, HP, Inc., PROS Customer

#### PRICING WORKSHOP

Dr. Michael Wu, Chief AI Strategist, PROS

Bill Dudziak, Lead Strategic Consultant, PROS

#### BREAKOUT SESSIONS

Valerie Howard, Solution Strategy Director, PROS

Joshua Bardell, Lead Strategic Consultant, PROS

Justin Silver, Ph.D., Data Science & Research Manager, PROS

#### KEYNOTE

## Applying Data Science to Pricing for Achieving Growth: Challenges and Considerations

Deepak Bhootra, HP, Inc.

FRIDAY, OCTOBER 18

10:30 AM - 11:15 AM

#### SESSION TOPICS:

- Lessons learned from the reinvention of pricing at HP, Inc.
- How to identify when and why applying data science may be a worthwhile undertaking for your organization
- Key advice on dealing with data: data is critical, but achieving perfect data should not get in the way of improving pricing

HP, Inc.'s focus on innovation is a core value that permeates the organization well beyond their product development teams to their sales, finance, and pricing teams. In this session, Deepak Bhootra will share how HP, Inc. has applied continuous learning to improve its approach to pricing. Bhootra will share tactical advice for teams on the journey to pricing transformation.

REGISTER NOW TO HEAR THIS KEYNOTE

#### PRICING WORKSHOP

## Demystifying the Power and Application of Machine Learning and AI for Pricing

Dr. Michael Wu, Chief AI Strategist, PROS

Bill Dudziak, Lead Strategic Consultant, PROS

TUESDAY, OCTOBER 15

9:00 AM - 4:00 PM

#### SESSION TOPICS:

- Why leveraging artificial intelligence for pricing is more relevant than ever
- The truth behind big data, data science, and what data scientists actually do
- How to consider where you can apply AI to your pricing and sales processes
- How leveraging AI can enable continuous improvement

With buyer expectations ever-rising and digitalization continuing to drive increased price pressure, staying competitive requires leveraging innovative capabilities across all fronts of your organization – especially pricing. In this workshop, you'll discover why applying artificial intelligence (AI) to pricing is more relevant than ever. Dr. Wu will break down the hidden truth behind big data, data science, and what data scientists really do. Dudziak will help participants to consider the areas within their pricing and sales processes with greatest potential benefit from AI and provide perspectives on designing an effective segmentation model. Dr. Wu will end the day with inspiration for how your organization can enable effective and continuous learning through the power of AI.

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#### BREAKOUT SESSION

## Preparing Your Organization for Pricing Transformation Success

Joshua Bardell, Lead Strategic Consultant, PROS

THURSDAY, OCTOBER 17

1:00 - 1:40 PM

#### SESSION TOPICS:

- Identify the 5 stakeholders key to pricing transformation success
- How to prepare for the changing organizational dynamics you can expect with pricing technology
- Best practices for a successful pricing process transformation

Travel, retail, and rental industries have been leveraging sophisticated dynamic pricing strategies for decades, but most business-to-business (B2B) companies are just getting started. Unfortunately, legacy processes and incumbent technologies often challenge an organization's ability to make the shift toward more competitive and dynamic approaches to price management. In this session, Josh will share his perspective on building a roadmap for price transformation success.

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#### BREAKOUT SESSION

## The Future of Pricing in the Digital Economy

Valerie Howard, Solution Strategy Director, PROS

THURSDAY, OCTOBER 17

3:00 - 3:40 PM

#### SESSION TOPICS:

- Hear the latest research on what B2B buyers really want and are willing to pay for
- Learn how leading businesses are using AI to continuously improve their price models
- See in action how user-focused software design empowers fast adoption, easy adaptability, and pricing solution longevity
- Discover how a scalable, high-performance cloud solution frees pricing teams to focus on price strategy
- Learn the essential elements to success for tomorrow's pricing teams

The expectations for the pricing team are changing rapidly and opening up immense opportunities for pricing leaders who are ready to take on the challenges of pricing for the digital economy.

Join this session to learn how expert pricing teams are using AI to move their attention beyond transactional price reviews to focus on the refinement of strategic pricing models. Hear how pricing teams gained executive influence by freeing themselves from reactive price exception reviews to deliver insight into what customers really value.

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#### BREAKOUT SESSION

## Building Trust in AI for Pricing Practices

Justin Silver, Ph.D., Manager of Data Science & Research, PROS

FRIDAY, OCTOBER 18

1:00 - 1:40 PM

#### SESSION TOPICS:

- How AI can bolster pricing practices
- The importance of transparency in the AI process for building trust
- Learn a framework for augmenting an AI system with organizational expertise

Digitalization is intensifying pricing pressure across industries as B2B buyers increasingly expect more personalization (in product offers and pricing) with quicker response times. The most effective and efficient way to address customers' new expectations for speed and personalization is to leverage the power of artificial intelligence (AI). In this session, participants will learn how leading businesses are applying AI to bolster pricing practices and drive greater efficiency in their sales processes. Justin will share his experiences in building organizational trust for AI by ensuring there is transparency in the science and by incorporating the collective knowledge of the business to effectively train the AI system.

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We look forward to seeing you at the

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