

# The importance of profit optimisation software

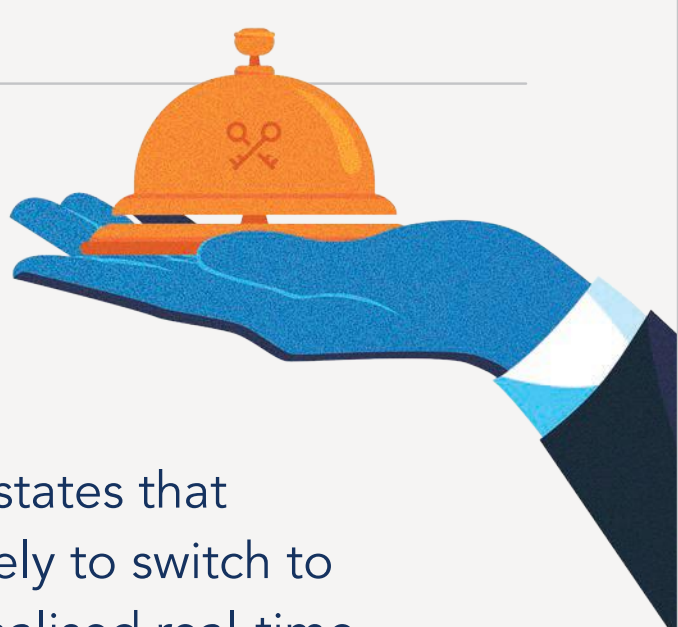


## Don't let your business suffer from revenue and margin leakage

By joining the **PROS Profit Club**, you can access our platform that uses advanced AI to manage both costs and prices in real-time.

## Buyers prefer a personal touch

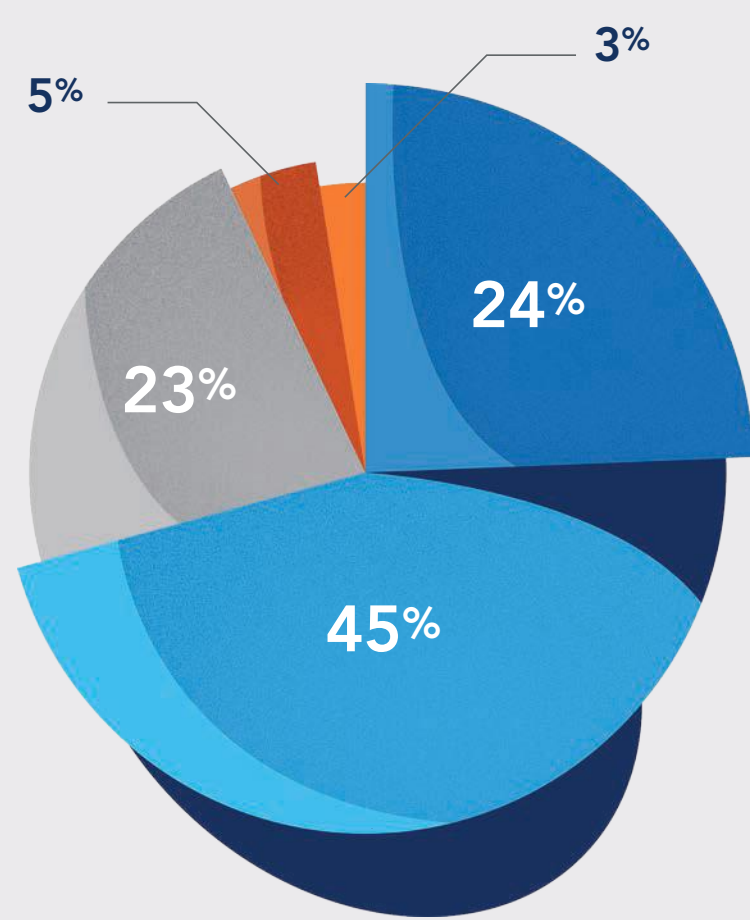
A Hanover research study states that **6 out of 10 buyers** are likely to switch to a vendor that offers personalised real-time, dynamically updated pricing reflecting the latest market conditions.



# 69%

## of buyers agree

When asked about commercial purchasing habits, personalised offers empower buyers to obtain more value from their vendors.



Q. Do personalised offers empower buyers to obtain more value from their vendors?

- Strongly agree
- Somewhat agree
- Neither disagree/agree
- Somewhat disagree
- Strongly disagree

Source: What B2B Buyers Want: A Survey of 1053 Purchasing Professionals

## Top reasons for margin leakage



64% of B2B buyers say they would likely switch to a vendor that offered real-time, personalised pricing.



Source: 2020 Hanover Research Study of 210 global purchasing professionals, commissioned by PROS

## Three benefits of implementing profit optimisation software

When companies implement price optimisation and management solutions **they receive:**

- ↑ **1-5%** revenue increase
- ↑ **2-10%** increase in margins
- ↑ **20%** increase in customer lifetime value



## When you join the club, you can expect results like these...

**\$1.8m**

increased revenue for one fuel supplier over a single 6 month period

**\$377,732**

of incremental revenue within the first month for a wholesale electronics distributor

**29**

day reduction in ordering time by Manitou, a global heavy equipment manufacturer

**3%**

recovered from excessive discounting for a medical technology manufacture

Source: PROS Customer testimonials



## Get ready for higher profits

Join the PROS Profit Club and unlock a wealth of **new opportunities**