

PROS LEADS A NEW ERA IN ADVANCED SCIENTIFIC ANALYSIS FOR AUTO AND EQUIPMENT PARTS PRICING

With the introduction of new scientific analyses from PROS pricing software, we are entering a new era that encompasses current market-based pricing where appropriate for tight competition situations. But we can now get much more pricing accuracy using advanced scientific analysis (powered by automated software technology) for loose competition pricing situations. The result will help keep automotive and equipment manufacturers and distributors from leaving money on the table, improve

their margins, and close the pricing credibility gap when implementing pricing strategies. In addition, PROS' strategic partnership with TLG Research means that money being spent for competitive pricing data can be used much more effectively, and in some cases costs may actually be reduced.

To learn more about advanced methods for pricing visit PROS website at www.prospricing.com.

