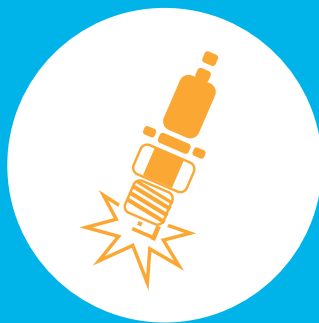


AUTOMOTIVE AND SERVICE PARTS

TURBOCHARGE PROFITS IN A COMPETITIVE INDUSTRY



Exciting new technologies bring greater complexity to the Automotive and Service Parts Industry.



WE BELIEVE SMARTER IS BETTER

AT PROS, EVERYTHING WE DO IS BUILT ON THE BELIEF THAT SMARTER IS BETTER



In fact, we're so convinced that smarter is the key to driving better business performance that we've developed an entirely new breed of enterprise application – one that is designed to raise performance across your entire organization.

PROS data-driven applications are so powerful that they redefine what companies should expect from an enterprise application. PROS combines analytics, automation and intelligence to deliver best-in-class, innovative solutions to optimize sales, pricing and revenue management.

THE AUTOMOTIVE INDUSTRY IS MOVING QUICKLY

Exciting new technologies have produced everything from the connected car to better fuel efficiency with previously unthinkable things like removing spare tires. However, these changes bring greater complexity – more products and options, intricate global supply networks, mounting pressure to innovate, and, not surprisingly, more parts. How do you track hundreds of thousands of SKUs when you're struggling to keep current with just your fast movers

with the highest revenues? Can you quickly adjust prices to account for competitor moves, both locally and internationally? How are you tracking your cost fluctuations in a globally sourced world? Are your sales reps at risk of not making their number? Do companies find it difficult to do business with you because quotes take too long? You've got aggressive growth goals to hit, and your deals are too important to rely on simplistic pricing and quoting tools to get the job done. You may even be

questioning how business savvy your sales team is with just normal turnover.



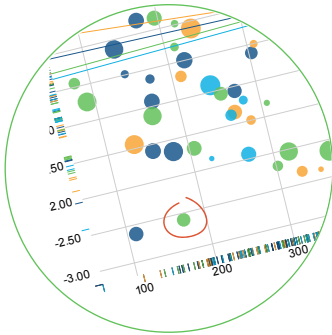
SMARTER SELLING END-TO-END

You need an end-to-end solution that helps your sales teams every step of the way, from identifying which opportunities to focus on and which prices will win, to configuring and generating consistent quotes across every sales channel.

PROS opportunity-to-revenue platform works directly with industry-leading CRM solutions to make selling complex products easier, faster and smarter with a configure, price, quote (CPQ) solution that harnesses the power of predictive analytics.



FOCUS ON THE RIGHT OPPORTUNITIES



For automotive companies, the majority of revenue comes from the service parts business while other potential revenues include service

offerings or extended warranties. With multiple sales channels and potentially a half million different SKUs, how do your sales people know which deals will make the most money? We give you the predictive buying behavior insight you need to prioritize your sales efforts and focus on the highest value deals, while also uncovering hidden opportunities that can drive sales growth. And PROS arms your sales teams with an integrated 360-degree view of every

customer. Sales people are able to view and access information about customers, service requirements, after-sales questions, warranties and maintenance brochures from their CRM, ERP, or homegrown applications directly for any product in their catalog, improving quote turnaround times to customers.

PROS keeps your reps laser-focused on the opportunities that are most likely to close, whether they're selling to consumers, retail shops, or OEMs.

KNOW WHICH PRODUCTS WILL SELL

The sheer number of auto models and emerging technologies on the market today have created a staggering degree of complexity for service parts suppliers. In fact, the need to manage as many as 100,000 to 150,000 SKUs is now the norm for automotive distributors serving the B2C market, while distributors in the commercial market easily juggle multiples of that amount. Add to that the varying frequencies with which different SKUs turn over,

supersessions, and new part introductions, and you've got a nearly impossible challenge for your sales reps – fluency in their product portfolios and the ability to meet the expectation that they'll grow deal values through cross-sell and upsell opportunities. PROS guides sales reps to the SKUs their customers are most likely to buy. These recommendations, along with cross-sell and upsell predictions,

PROS removes the unrealistic need for sales reps to understand the ever-increasing number of products and their complements by guiding them to the SKUs their customers are most likely to buy.

enable you to increase deal size and grow your footprint at each account.

PRICE EACH OFFER TO WIN



The automotive and service parts market includes many different types of customers, from a dealer franchise of a Detroit Big Three automaker to

the traditional parts distributors like NAPA, and to the many independent warehouse distributors, jobbers, or installers that purchase the part directly or from a multi-tiered channel. The price each one will pay for a specific product varies based on their position along the distribution chain and the pricing pressures or availability of the service parts supply. How big would the impact be if you knew the highest price a customer would pay and charged that price?

That's exactly what PROS does. We give you insight into what each customer is willing to pay across your product portfolio in the form of prescriptive price recommendations based on real-time customer buying patterns, so you can stop unnecessary discounting and capture the value of every sale. This is far more effective than managing parts in a traditional way, where a standard markup strategy on purchasing costs is applied to a large number of parts, e.g., medium- or slow-movers. PROS provides smarter, more sophisticated service parts management and pricing that can help you achieve significantly higher profits.

One of our automotive service parts customers has successfully used price optimization to generate \$5 million in just 28 days.



QUOTE WITH CONFIDENCE

Whether you're selling configured or standard products, there are a multitude of options to choose from, which makes it difficult to

One PROS customer increased average transaction revenue by 20% using PROS Configure Price Quote solutions.

create winning quotes, accurate orders, and complete bills of materials and routings. PROS solves these problems by streamlining the selling of your parts, you can increase revenue, reduce costs, and differentiate your brands from the competition. Through our comprehensive solution for both quoting and ordering, PROS enables you to sell both configured and standard products through all of your channels, including dealers, distributors and your direct sales

force. For example, sales people can use graphically interactive parts diagrams to easily identify, select, and quote directly from their mobile devices and tablets. With fingertip control, your customers can easily select and order components, which puts even greater speed and accuracy in the quoting process.

GET SMART WHEN IT COMES TO GROWING SALES



While the auto industry is constantly adapting to more efficient manufacturing processes, new sales processes are also evolving across the industry. These streamlined processes create unique shopping experiences. Online storefronts with advanced customer relationship

management enhance the customer's experience and thus their brand loyalty, as well as provide opportunities to reduce costs and increase revenue.

Your sales teams are expected to grow sales – no ifs, ands, or buts. Many sales organizations operate with complex custom-coded spreadsheets or other tools that open the door for mistakes, delays or even lost deals. These organizations lack actionable information that enables sales reps to offer recommendations for each account, identify new opportunities at a glance or know

By mining data to identify buying patterns, preferences and trends, PROS helps you predict future outcomes, prescribe the best actions to take, and, in many cases, take those actions automatically. Business moves fast, and, with PROS, you can rest assured you'll stay ahead of your competition.

when customers are shifting business elsewhere. PROS enables you to measure sales force effectiveness based on negotiation results for every deal. We give you actionable insights that enable you to improve negotiations by individual rep and account.



About PROS

PROS Holdings, Inc. (NYSE: PRO) is a big data software company that helps customers outperform in their markets by using big data to sell more effectively. We apply years of data science experience to unlock buying patterns and preferences within transaction data to reveal which opportunities are most likely to close, which offers are most likely to sell and which prices are most likely to win. PROS offers big data solutions to optimize sales, pricing, quoting, rebates and revenue management across more than 40 industries. PROS has completed over 800 implementations of its solutions in more than 55 countries. The PROS team comprises approximately 1,000 professionals around the world.

To learn more, visit pros.com.

PROS.com