

CASE STUDY

An Improved, Automated & Consistent Pricing Platform on PROS for One of the World's Leading Industrial Conglomerate



Client

The client is a multinational conglomerate known for their innovations in technology related to control systems, automation, and industrial process control. Their products support complex systems in their reliable functioning throughout the product life. They operate in various sectors, including aerospace, industrial, and automotive.



Challenges

The client was struggling due to manual pricing done on offline Excel sheets. The challenges they faced were -



A cumbersome manual product pricing process



Lack of transparency in the pricing system



Lack of a centralized pricing system



Lengthy and stressful processes

LTIMindtree Solution

LTIMindtree helped configure multiple business units and country-specific complex products and services on PROS.com.

- Implemented PROS control and guidance across two business segments
- Integrated PROS.com with CRM and ERP systems
- Enabled subscription for products/services
- Enforced price discipline and eliminated pricing errors by leveraging algorithmic price strategies
- Set up AI-generated guidance based on the customer/peer group's willingness to pay

Business Benefits

The client has now been able to accelerate sales and negotiation quote cycles with dynamically optimized pricing guidance.



Moved 80% of quotes through the PROS Pricing Platform



Reduced quote turnaround time to less than **24 hours**



Established pricing guidance with dynamic optimization



Increased margin through simple, transparent, and data-driven dynamic pricing



Set up recommendation generation using AI/Science

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 82,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>