

**Company:** PROS, Houston, Texas  
**Nomination Submitted by:** The Hoffman Agency  
**Company Description:** PROS Holdings, Inc. is a company that provides price optimization, sales effectiveness, and revenue management SaaS software as well as software for travel management for the airline industry. PROS is headquartered in Houston, Texas with offices in Skokie, Illinois, London, UK, Toulouse, Nice (Sophia Antipolis) and Paris, France, Frankfurt, Germany, Sydney, Australia, and Sofia, Bu  
**Nomination Category:** Product & Service Categories - Business Technology Solutions  
**Nomination Sub Category:** Business or Competitive Intelligence Solution  
**Nomination Title:** The PROS Platform



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

Since the launch of the [PROS' AI-driven SaaS platform in 2021](#), multiple new capabilities have been launched, with the most recent being [its Agentic AI launch on May 14, 2025](#).

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 278 words used.

PROS AI Agents are an innovative enhancement to the PROS Platform, built to transform how businesses make decisions in complex, fast-moving environments. These agents leverage advanced natural language processing and generative AI to interpret, analyze, and act on data in real time. This empowers users to make smarter, faster, and more informed decisions.

Fully embedded within the PROS Platform, these AI Agents operate as intelligent coworkers, streamlining workflows and reducing manual effort across key commercial processes such as pricing, quoting, and revenue optimization. Unlike generic AI solutions, PROS AI Agents are deeply contextualized to align with each customer’s business goals and industry-specific needs. They combine thoughtful reasoning with decisive action, enhancing both strategic planning and in-the-moment execution.

The benefits are substantial. Companies using PROS AI Agents report improved decision speed, greater pricing accuracy, and enhanced customer responsiveness. These agents also drive agility, enabling businesses to adapt quickly to market shifts, changes in customer behavior, or competitive pressures without requiring lengthy reconfiguration or retraining cycles.

A sample of PROS AI Agents launched includes, but is not limited to:

Sales Agent: Assists sales representatives and buyers in efficiently locating products across a catalogue and adding them in quotes, improving accuracy and accelerating the quote process.

Price Quality Agent: Proactively monitors pricing data to identify anomalies and notify pricing analysts of potential issues.

Revenue Management Agent: Informs analysts of changes in shopping data that could inform decisions and impact forecast influences and decision making.

In today’s dynamic and volatile market landscape, PROS AI Agents deliver precision, efficiency, and a competitive advantage. They are not just tools for automation; they are intelligent partners that elevate human decision-making and drive measurable business outcomes.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 303 words used.

PROS continues to be a market leader in AI-powered pricing and selling solutions. In Q1 2025, PROS reported \$325 million in bookings - a 22% year-over-year increase - while subscription revenue reached \$70.8 million (up 10% YoY). The company’s subscription gross margin improved to 79%, and operating cash flow grew by 126% YoY. PROS AI is the driving force in updating 1.7 billion forecasts daily and processing over 4.4 trillion transactions in 2024 (more than 18X times [the volume of Visa](#)).

Critically, PROS has been recognized as a Leader by the three largest analyst firms, including: the [2025 Gartner® Magic Quadrant™ for CPQ Applications](#) for the third time, the [The Forrester Wave™: Configure, Price, Quote Solutions, Q1 2025](#) and the [IDC MarketScape: Worldwide CPQ Applications 2024-2025](#). PROS continues to be praised by analysts for its innovation, robust automation, and seamless [integrations](#).

Customer satisfaction is high, with the platform earning the [IDC 2024 CX CPQ Customer Satisfaction Award](#). On peerG2, users consistently highlight PROS’ ability to deliver competitive and consistent pricing while automating complex workflows. Customers value the platform’s flexibility, rapid adaptation to market changes, and responsive support.

“I have enjoyed the flexibility to use the PROS pricing solution to shape it to our business needs. Automation of pricing and layering of pricing show tremendous upside.”

— *Verified User in Biotechnology, G2 Review*

An additional customer testimonial example from Frank Moore, Pricing Manager at Wilbur-Ellis:

“Amid a volatile ~~ag-chem~~ market, our PROS based price system helped us enforce pricing floors and shift focus from price matching to strategic value selling—resulting in over 3% to 6% margin gains across key product champions, with some early adopters seeing even greater lifts. This solution is not only boosting our profitability but also restoring confidence and control in how we go to market.”

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 77 words used.

Leader in CPQ: <https://pros.com/leader-in-cpq/>

[PROS a Leader in The Forrester Wave™: Configure, Price, Quote Solutions, Q1 2025](#)

[PROS Named a Leader in the 2025 Gartner® Magic Quadrant™ for Configure, Price and Quote Applications for Third Time](#)

[PROS Named a Leader in the IDC MarketScape: Worldwide Configure Price Quote \(CPQ\) Applications for Commerce 2024-2025 Vendor Assessment](#)

[PROS Named to Constellation ShortList™ for Price Optimization and Constellation ShortList™ for Configure Price Quote \(CPQ\) for Eighth Consecutive Year](#)

**Attachments/Videos/Links:**

[The PROS Platform](#)

 [REDACTED FOR PUBLICATION]