



Delivering with South Central Dynamics STU

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Co-sell Advantages with PROS + Icertis

Quota Relief

- 10% Azure quota retirement up-front based on ACV, also earn ongoing quota retirement each quarter as Azure is consumed with PRACR
- PROS and Icertis integrate seamlessly with Dynamics CRM- driving seats and monthly usage
- Leverage PROS and Icertis to engage line of business in strategic Enterprise discussions
- PROS and Icertis both land enterprise size deals that regularly expand across multiple business units

Program + Investments

- ISV Biz Apps Connect Program (20% quota credit revenue share)
- Bizapp's Inner Circle recognition, PROS is top 1% Dynamics partners Globally
- PRACR (True ACR) & all PROS and Icertis solutions run on Azure
- All B2B PROS and Icertis solutions are co-sell eligible
- Global Microsoft Alliances Team



Leading Global Enterprises Choose PROS AI & ML to Power Commerce in the Digital Economy

AUTOMOTIVE & INDUSTRIAL

INSURANCE

B2B SERVICES

CHEMICALS & ENERGY

CARGO, FREIGHT & LOGISTICS



FOOD AND CONSUMABLES

HEALTHCARE

TECHNOLOGY

CONSUMER GOODS

TRAVEL

PROS CPQ + Dynamics CRM success stories



Expects to streamline processes, automate workflows and consolidate data sources. Hub Group projects a 1-5% revenue increase.



Reducing quote cycle time by 25% and realized a \$400M increase in incremental revenue annually

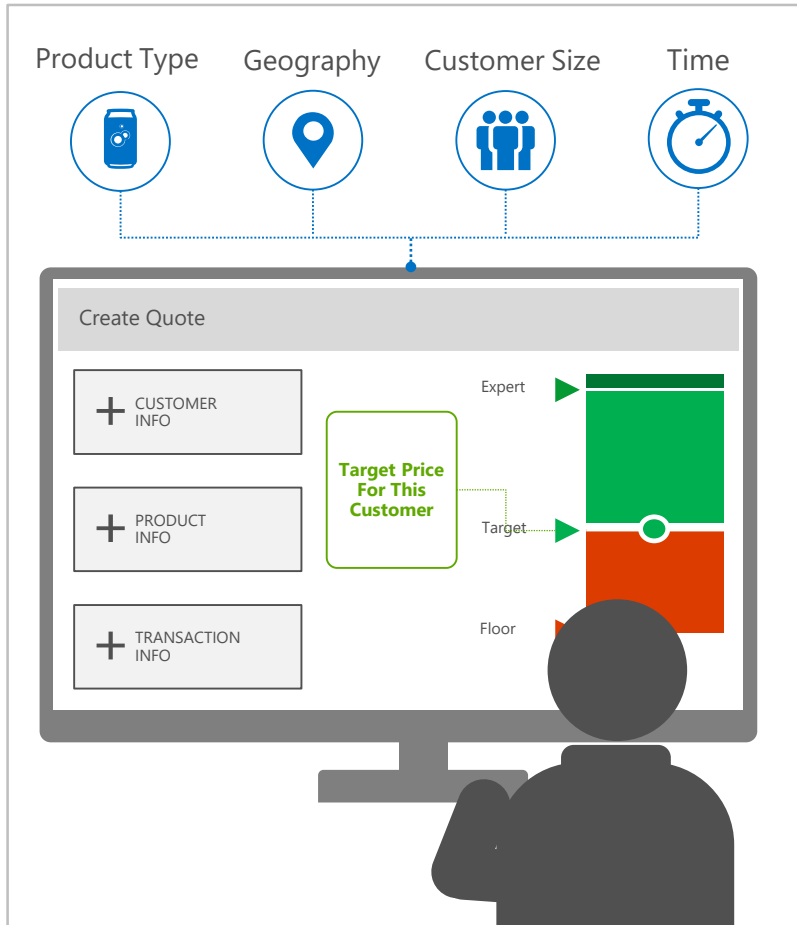


Improve User Experience which will drive sales margins, business efficiency, provide pipeline visibility of deals.

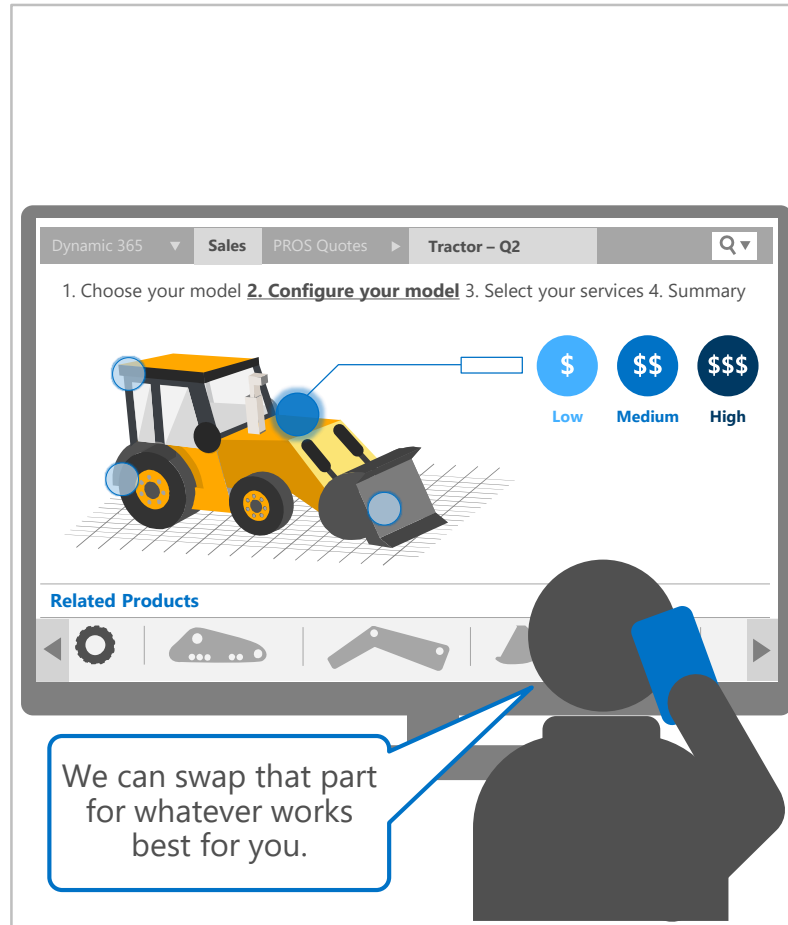


Assist in delivering operational efficiency during the configuration and quoting process, migrate from a legacy home-grown CPQ system that was not scalable, and deliver an omnichannel experience by extending CPQ capabilities to partners and self-service customer.

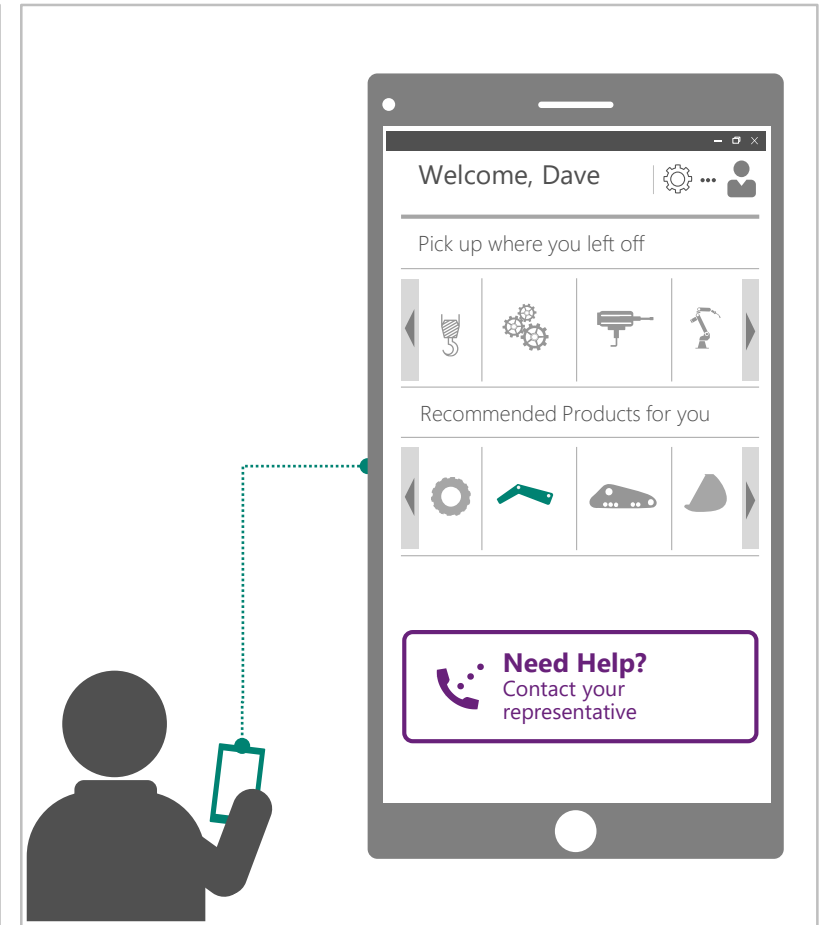
Modernize the sales process with PROS platforms for Manufacturing



Provide a quote fast



Enable accurate configurations



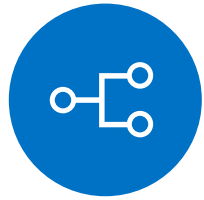
Deliver an exceptional experience

Manufacturers need price optimization and revenue management software to transform selling



Gartner Research shows that margin improvements of **0.50%** or more are common, and revenue improvements of **2% to 4%** are attainable

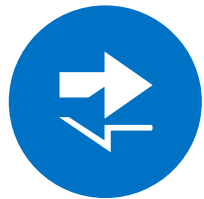
Approach sales differently to get ahead



Leverage algorithmic selling



Enable omnichannel experiences



Provide pricing transparency



Deliver faster quotes



PROS Commerce Platform

CRM



eCommerce



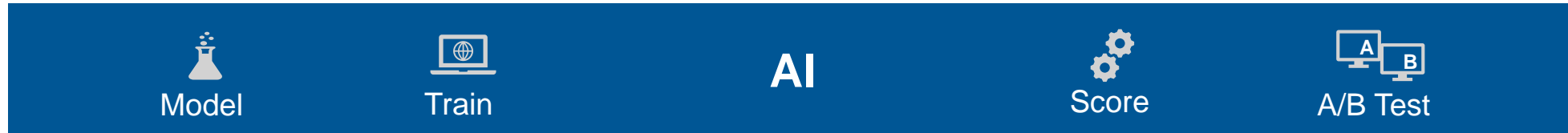
ERP



PROS Platform Capabilities



Microsoft Azure



Pricing and sales business process



Better Together on Microsoft Azure

Trusted by the world's top companies

AUTOMOTIVE/TRANSPORTATION

DAIMLER

 **QANTAS**

AIRBUS

PHARMA/HEALTHCARE

Johnson & Johnson

 **SANOFI**

 **abbvie**

TECHNOLOGY/TELECOM

 **Microsoft**

 **Adobe** **airtel**

CONSULTING/SERVICES

 **Cognizant**

 **World Wide Technology**

 **wipro**

MANUFACTURING/DISTRIBUTION

 **BASF**

 **SAINT-GOBAIN**

 **Rheem**

RETAIL/CONSUMER

 **OYO**  **ACCORHOTELS**

TREASURY WINE ESTATES


BANKING/FINANCE/INSURANCE

Humana

Allianz  **BlueCross**
BlueShield

ENERGY/ENGINEERING

MODEC

ABB  **ENBRIDGE**

6.5 Million
Contracts

40+
Languages

90+
Countries

Deliver differentiated value in contract management



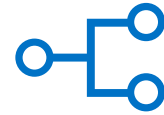
**ENTERPRISE-WIDE
INTEGRATION**

**Manage Buy side, Sell side
& Corporate contracts**



**INTELLIGENT
AUTOMATION**

**Leverage smart routing of
approval requests**



**INTUITIVE
INTERFACE**

**Reduce time to close
contracts**



**STREAMLINED
COMPLIANCE**

**Up-to-date compliance
including GDPR**

Transform end-to-end contract management with Icertis Contract Management



ACCELERATE: Improve velocity and agility

PROTECT: Reduce risk and improve compliance

OPTIMIZE: Surface insight and contract intelligence

Selected Icertis Contract Management Success Stories



DAIMLER

Standardized procurement operations
across 400,000 suppliers

Introduced new features like item-level
quote comparisons, automated sourcing
requests and state-of-the-art analytics

Gained access to information critical to
supplier management



- BASF

We create chemistry

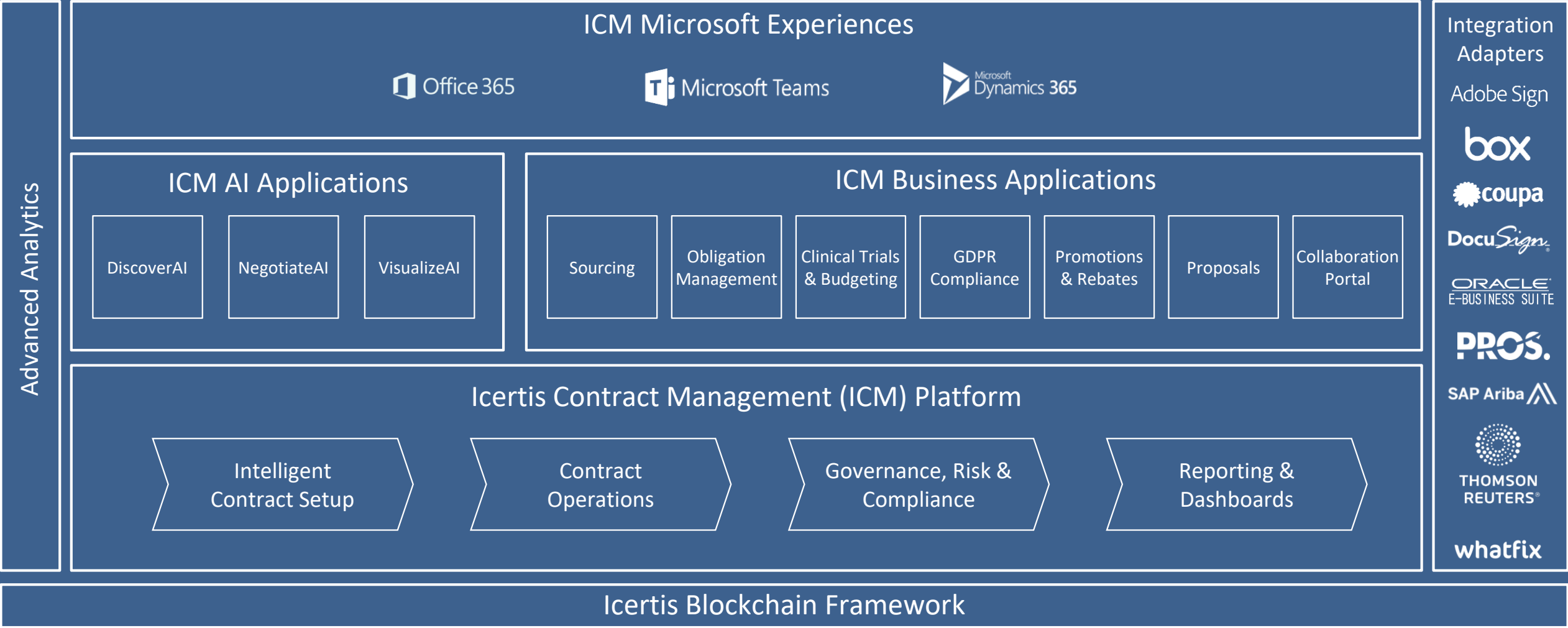
Accelerated contracting velocity across
BASF's worldwide sales and corporate teams

Increased visibility through a single easy-to-
use, enterprise-wide contracting system

Improved regulatory compliance in a highly
regulated market

ICM Portfolio: Apps, Experiences & Integrations

The Only CLM Platform 100% Built on the Microsoft Azure Cloud



Icertis for Dynamics

- Create contracts or contract requests with a single click—without leaving the familiar Dynamics application
- Leverage an intelligent rules engine to manage contract authoring, workflow, milestones and approvals
- Negotiate contracts and track redlining and versioning from within Microsoft Word
- Translate commercial terms such as products, pricing and deal information, into contractual data that's easy to search and easy to measure.
- Avoid mismatches, errors, and delays with the ability to seamlessly transfer and synchronize data between Dynamics and the ICM platform



"After evaluating various contract management providers, we selected Icertis based on its demonstrated ease of use and rich feature set, which align directly with the needs of a global organization like ours.

Icertis will help us manage contract terms better, increase the velocity of contract authoring and connect sell and buy-side contracts across our sales team as well as vendor subcontractors."

– Jatin Dalal
CFO
Wipro



AIRBUS

ACCOR

AirPlus
INTERNATIONAL

Chemonics

FLIR

Infosys

WIDEORBIT

wex

Icertis Is the Recognized Leader for CLM



2020 GARTNER CLM LEADER

Figure 1. Magic Quadrant for Contract Life Cycle Management



Source: Gartner (February 2020)

- “Icertis is a Leader in this Magic Quadrant because of its comprehensive vision for the future of CLM, combined with a strong Ability to Execute owing to its software’s depth and breadth of functionality.”
- “Beyond its core functionality, Icertis has developed advanced capabilities that show a strong vision – for example, it can link supply-side and buy-side contracts to form a holistic view of a company's business.”
- Customers recognize Icertis “for ease of deployment. This is evidence that its API strategy is working, given the complexity of the CLM projects it takes on.”

THE RECOGNIZED LEADER



Undisputed leader in the 2019 CLM [Wave](#)



Highest [score](#) among enterprise customers


Download the full Gartner 2020 CLM report [here](#)

Next Steps

- 1:1 account planning sessions
- Co-branded collateral to be shared with targeted clients

Resources

- Case Studies
- PROS CPQ + Biz Apps value prop content guide
- Ghostwritten Customer Introductions
- YouTube video endorsements: MSFT Leadership & Industry
- Win Wires
- In Market Resources: Brochures and value props



Reimagine Commerce with the 3 Cs
CRM + CPQ + CLM

Microsoft

Accelerate the lead-to-contract process for your business

How efficiently are you closing new business for your organization and moving leads down the path to purchase? The mismanagement of the contracting process in today's complex, global business environment creates risks, inefficiencies, and costs that can stifle even the most successful organizations.

The **Microsoft** Dynamics 365 team, along with our Microsoft Azure powered partners **Icertis** and **PROS**, are transforming the future of commerce by accelerating the lead-to-contract process for hundreds of businesses around the world. Through a seamless, integrated experience our joint customers can reduce contract cycle times by up to 92% and deliver a frictionless buying experience to customers.

I would like to personally invite you to join me for a virtual workshop where we will explore how enterprises are:

- ➔ **Turning relationships into revenue** by gaining a better understanding of customer needs, engaging more effectively, and winning more deals with CRM from Dynamics 365
- ➔ **Accelerating the configure to quote process** so you can rapidly deliver the right product at the right price using PROS Smart CPQ
- ➔ **Automating all aspects of contract lifecycle management** (CLM) including creating, viewing, approving, managing and collaborating on contracts using

Meet to learn more?

✉ Email: [Insert Microsoft seller email address]

Microsoft Dynamics 365

CRM
Customer Relationship Management

icertis
Applied Cloud

CLM

South Central pipeline with PROS

Account	Dynamics SSP	PROS CUSTOMER, PAST/CURRENT OPP?
HUNTSMAN CHEMICAL	Amber Sanglier (AMREED)	Current opps, Past Opps
BRINKS	Lynn Jones (LYJONE)	Current opp
DIRECT ENERGY		Current opp
HALLIBURTON COMPANY	David Denton (ERICDENT)	Current opp
Dxp Enterprises, Inc	Nicholas Saban	Current Opps, Past Opps
Enterprise Holdings	Mark Zisser	Current opps, Past Opps
International Paper Company	Levin Key (LEKEY)	Current opps, Past Opps
MURPHY USA	Lynn Jones (LYJONE)	Current opps, Past Opps
NEXEO SOLUTIONS	Erin Morphew (ERINMOR)	Current opps, Past opps
Nextier		Current opps, Past Opps
SYSCO CORPORATE OFFICES	Amber Sanglier (AMREED)	Current opps, Past opps
TYSON FOODS INC	Erin Morphew (ERINMOR)	Current opps, past opps
UNIGROUP INC	Lynn Jones (LYJONE)	Current opps, Past opps
EXXON MOBIL	David Denton (ERICDENT)	Customer, Current opps, Past Opps
Hitachi Vantara	Denise Wheeler (DEWHEELLE)	Customer, Current opps, Past Opps
NATIONAL OILWELL VARCO	David Anderson (DAVIDAN)	Customer, Current opps, past Opps
SOUTHWEST AIRLINES COMPANY	Levin Key (LEKEY)	Customer, current opps, past opps
PHILLIPS 66 COMPANY	David Anderson (DAVIDAN)	Customer, Current opps,Past Opps
Toyota	Lynn Jones (LYJONE)	Customer, Past opps
AutoZone, Inc.	Levin Key (LEKEY)	Customer, Yes, Past Opps
BUNGE	Denise Wheeler (DEWHEELLE)	Customer, Yes, Past Opps
CELANESE CORPORATION	Erin Morphew (ERINMOR)	Customer, Yes, Past Opps
WEATHERFORD INTERNATIONAL	Erin Morphew (ERINMOR)	Former Customer, Current opp, Past Opps
ADVANCED MICRO DEVICES INC	Amber Sanglier (AMREED)	Past Opps
AMERICAN BUREAU OF SHIPPING	Amber Sanglier (AMREED)	Past Opps
Anheuser Busch InBev	Amber Sanglier (AMREED)	Past opps
ASCEND PERFORMANCE MATERIALS LLC	Nicholas Saban (NISABAN)	Past Opps
AT&T	Erin Morphew (ERINMOR)	Past Opps
BMC SOFTWARE	None	Past Opps
Buckman Labs	Levin Key (LEKEY)	Past Opps
BUILDERS FIRSTSOURCE	Levin Key (LEKEY)	Past Opps
CHARTER COMMUNICATIONS HOLDINGS LLC	Denise Wheeler (DEWHEELLE)	Past Opps
Chevron Corporation	David Denton (ERICDENT)	Past Opps
CLEARRESULT CONSULTING	Nicholas Saban (NISABAN)	Past Opps
COMMERCIAL METALS COMPANY	Lynn Jones (LYJONE)	Past Opps
CONOCOPHILLIPS	None	Past Opps
CORNERSTONE BUILDING BRANDS	Nicholas Saban (NISABAN)	Past opps
DAIRY FARMERS OF AMERICA	Denise Wheeler (DEWHEELLE)	Past Opps
DEAN FOODS COMPANY	Lynn Jones (LYJONE)	Past Opps

EMERSON	Mark Zisser	Past Opps
ENERGIZER	Denise Wheeler (DEWHEELLE)	Past opps
ERICSSON INC		Past Opps
EURONET WORLDWIDE	Denise Wheeler (DEWHEELLE)	Past Opps
FLOWSERVE	Erin Morphew (ERINMOR)	Past opps
FORUM ENERGY TECHNOLOGIES - P & I	Rand Adamoli (RAADAMOL)	Past opps
FRONTIER COMMUNICATIONS	Lynn Jones (LYJONE)	Past Opps
HARLAND CLARKE	Amber Sanglier (AMREED)	Past Opps
HESS CORPORATION	Amber Sanglier (AMREED)	Past Opps
iHeartMedia	Amber Sanglier (AMREED)	Past opps
Imagine Communications	Lynn Jones (LYJONE)	Past Opps
INSPERITY	None	Past Opps
INTERTEK	Nicholas Saban (NISABAN)	Past Opps
J B HUNT TRANSPORT INC	Erin Morphew (ERINMOR)	Past Opps
KIMBERLY CLARK CORPORATION	Levin Key (LEKEY)	Past Opps
LENNOX INTERNATIONAL INC	Levin Key (LEKEY)	Past opps
MOTIVA ENTERPRISES LLC	Erin Morphew (ERINMOR)	Past Opps
NATIONAL BEEF	Denise Wheeler (DEWHEELLE)	Past Opps
NATIONAL INSTRUMENTS	Amber Sanglier (AMREED)	Past Opps
NCH	Lynn Jones (LYJONE)	Past opps
NTT AMERICA	Lynn Jones (LYJONE)	Past Opps
OCEANEERING INTERNATIONAL INC	Denise Wheeler (DEWHEELLE)	Past Opps
PEPSI	Paul Kiley (PKILEY)	Past Opps
RACKSPACE	Amber Sanglier (AMREED)	Past Opps
RUSH ENTERPRISES INC	Amber Sanglier (AMREED)	Past Opps
s	Amber Sanglier (AMREED)	Past opps
SCI MANAGEMENT	Nicholas Saban (NISABAN)	Past opps
SERVICEMASTER LTD PARTNERSHIP	Levin Key (LEKEY)	Past opps
SHELL OIL COMPANY		Past Opps
SUPERIOR ENERGY SERVICES	Erin Morphew (ERINMOR)	Past Opps
TAMKO BUILDING PRODUCTS	Lynn Jones (LYJONE)	Past Opps
TEXAS INSTRUMENTS	Lynn Jones (LYJONE)	Past Opps
TEXTRON INC	Erin Morphew (ERINMOR)	Past opps
TRINITY INDUSTRIES	Levin Key (LEKEY)	Past opps
UNIVERSAL WEATHER AND AVIATION	Nicholas Saban (NISABAN)	Past Opps
VALERO MANAGEMENT COMPANY	Amber Sanglier (AMREED)	Past opps
Walmart Inc.	None	Past Opps
WILSONART	NOne	Past Opps
GRAYBAR ELECTRIC CO	Denise Wheeler (DEWHEELLE)	Past opps, current opps
KANSAS CITY SOUTHERN INDUSTRIES INC	Denise Wheeler (DEWHEELLE)	Past opps, current opps
WESTLAKE GROUP	Nicholas Saban (NISABAN)	Past Opps, current opps
PROS Revenue Management	None	Yes
American Airlines Group	Erin Morphew (ERINMOR)	Yes, Past Opps
CHEVRON PHILLIPS CHEMICAL CO	Amber Sanglier (AMREED)	Yes, Past Opps, current opps
CITGO	Erin Morphew (ERINMOR)	Yes, Past Opps, current opps
Crane Worldwide Logistics	Rand Adamoli (RAADAMOL)	Yes, Past Opps, current opps
DELL COMPUTER CORPORATION	Amber Sanglier (AMREED)	Yes, Past Opps, current opps

South Central pipeline with Icertis

Account Name	Stage	Opportunity Owner	Partner Contact	State	Close Date	Type	ARR	ACR
AccentCare	Proposal	Natalie Stroble		Texas	6/19/2020	Prospective Customer	\$ 199,900	\$ 39,980
Aimbridge Hospitality	Demo	Natalie Stroble	Paul Vesper	Texas	6/30/2020	Prospective Customer	\$ 2,398,800	\$ 479,760
Ameren Corporation	Discovery	John D'agostino		Missouri	8/31/2020	Current Customer	\$ 50,000	\$ 10,000
American Airlines	Proposal	Angela Oberlin	Keven Markham	Texas	9/29/2020	Prospective Customer	\$ 2,571,800	\$ 514,360
American Bureau of Shipping	Discovery	Marc Quessenberry		Texas	8/14/2020	Current Customer	\$ -	\$ -
Anheuser-Busch	Demo	Kirk Hasenzahl		Missouri	12/31/2020	Prospective Customer	\$ 199,900	\$ 39,980
Barry-Wehmiller	Discovery	Kirk Hasenzahl		Missouri	12/29/2020	Prospective Customer	\$ -	\$ -
Bell Flight	Prequalified	Natalie Stroble		Texas	1/5/2021	Prospective Customer	\$ -	\$ -
Bell Flight	Proposal	Natalie Stroble	Clayton Merrell	Texas	12/18/2020	Prospective Customer	\$ 499,750	\$ 99,950
Burns & McDonnell	Shortlisted	Michael Theis	Michael Gochis	Missouri	10/30/2020	Prospective Customer	\$ 350,000	\$ 70,000
Crane Worldwide Logistics	Demo	Natalie Stroble		Texas	12/25/2020	Prospective Customer	\$ 99,950	\$ 19,990
Dell	Discovery	Chetan Deshpande	Mike Ware	Texas	11/30/2020	Current Customer	\$ -	\$ -
Dell	Demo	Chetan Deshpande	Mike Ware	Texas	9/15/2020	Current Customer	\$ 75,000	\$ 15,000
Dell	Demo	Chetan Deshpande	Mike Ware	Texas	8/31/2020	Current Customer	\$ 960,000	\$ 192,000
EDF Trading North America	Discovery	Anthony Berg		Texas	1/30/2021	Prospective Customer	\$ -	\$ -
Edgewell	Demo	Kirk Hasenzahl		Missouri	12/4/2020	Prospective Customer	\$ 253,015	\$ 50,603
Enable Midstream Partners	Prequalified	Natalie Stroble		Oklahoma	2/11/2021	Prospective Customer	\$ -	\$ -
Energy Transfer	Shortlisted	Douglas Lovelace	Caleb Welch	Texas	7/15/2020	Prospective Customer	\$ 3,575,387	\$ 715,077
Essilor of America	Shortlisted	Marc Quessenberry		Texas	8/28/2020	Prospective Customer	\$ 440,000	\$ 88,000
ExxonMobil	Prequalified	Borce Pavlovski		Texas	12/31/2021	Current Customer	\$ -	\$ -
ExxonMobil	Prequalified	Borce Pavlovski		Texas	12/31/2021	Current Customer	\$ -	\$ -
ExxonMobil	Proposal	Borce Pavlovski		Texas	6/30/2021	Current Customer	\$ 200,000	\$ 40,000
ExxonMobil	Prequalified	Borce Pavlovski		Texas	3/31/2021	Current Customer	\$ -	\$ -
ExxonMobil	Prequalified	Borce Pavlovski		Texas	3/31/2021	Current Customer	\$ -	\$ -
ExxonMobil	Prequalified	Borce Pavlovski		Texas	10/30/2020	Current Customer	\$ 60,000	\$ 12,000
ExxonMobil	Discovery	Borce Pavlovski		Texas	9/30/2020	Current Customer	\$ -	\$ -
Exyte Americas Holding, Inc.	Discovery	Anthony Berg		Texas	1/20/2021	Prospective Customer	\$ -	\$ -

South Central pipeline with Icertis

Account Name	Stage	Opportunity Owner	Partner Contact	State	Close Date	Type	ARR	ACR
FedEx	Demo	Marion Pellegra	Kevin Roedel	Tennessee	8/27/2020	Prospective Customer	\$ 870,000	\$ 174,000
Helmerich & Payne	Vendor of Choice	Brion Mattson		Oklahoma	6/9/2020	Current Customer	\$ 75,000	\$ 15,000
Indeed	Discovery	Natalie Stroble		Texas	10/27/2020	Prospective Customer	\$ -	\$ -
International Paper	Discovery	Marion Pellegra	Trey Alberson	Tennessee	9/29/2020	Prospective Customer	\$ 630,000	\$ 126,000
Kansas City Southern	Discovery	Dana Callihan		Missouri	1/29/2021	Current Customer	\$ 21,000	\$ 4,200
Lincoln Property Company	Vendor of Choice	Patrick Johnston		Texas	5/29/2020	Prospective Customer	\$ 125,000	\$ 25,000
LivaNova	Demo	Natalie Stroble		Texas	12/18/2020	Prospective Customer	\$ 199,900	\$ 39,980
Louisiana-Pacific Corporation	Discovery	Marion Pellegra	Andre Horton	Tennessee	7/31/2020	Prospective Customer	\$ 255,000	\$ 51,000
Love's Travel Stops & Country Stores	Proposal	Brion Mattson		Oklahoma	9/30/2020	Current Customer	\$ 48,000	\$ 9,600
Lyondellbasell	Discovery	Douglas Lovelace		Texas	8/12/2020	Prospective Customer	\$ 1,480,587	\$ 296,117
Mr. Cooper	Discovery	Anthony Berg		Texas	1/20/2021	Prospective Customer	\$ -	\$ -
National Oilwell Varco	Demo	Douglas Lovelace		Texas	11/26/2020	Prospective Customer	\$ 2,035,000	\$ 407,000
ONEOK	Discovery	Brion Mattson		Oklahoma	12/31/2020	Current Customer	\$ 185,000	\$ 37,000
O'Reilly Automotive	Demo	Michael Theis	Abigail Lutzi	Missouri	12/30/2020	Prospective Customer	\$ 498,000	\$ 99,600
Pershing Yoakley & Assoc	Prequalified	Tom Boccella		Tennessee	2/5/2021	Prospective Customer	\$ -	\$ -
Plains All American Pipeline	Demo	Patrick Johnston		Texas	12/11/2020	Prospective Customer	\$ 830,000	\$ 166,000
Resideo	Discovery	Brian Waller		Texas	12/30/2020	Current Customer	\$ 16,115	\$ 3,223
SOUTHWEST BUSINESS CORPORATION	Discovery	Anthony Berg		Texas	2/2/2021	Prospective Customer	\$ -	\$ -

South Central pipeline with Icertis

Account Name	Stage	Opportunity Owner	Partner Contact	State	Close Date	Type	ARR	ACR
Sysco	Discovery	Borce Pavlovski		Texas	9/30/2020	Current Customer	\$ 245,000	\$ 49,000
Sysco	Discovery	Borce Pavlovski		Texas	9/30/2020	Current Customer	\$ 120,000	\$ 24,000
Sysco	Discovery	Borce Pavlovski		Texas	7/31/2020	Current Customer	\$ 25,000	\$ 5,000
Sysco	Shortlisted	Borce Pavlovski		Texas	6/19/2020	Current Customer	\$ 72,000	\$ 14,400
Sysco	Vendor of Choice	Borce Pavlovski		Texas	6/19/2020	Current Customer	\$ 81,750	\$ 16,350
Sysco	Vendor of Choice	Borce Pavlovski		Texas	6/19/2020	Current Customer	\$ 80,000	\$ 16,000
Tailored Brands	Discovery	Angela Oberlin		Texas	9/30/2020	Prospective Customer	\$ -	\$ -
Texas Instruments	Demo	Patrick Johnston	Clif Thomas	Texas	6/29/2020	Prospective Customer	\$ -	\$ -
Texas Mutual Insurance Company	Demo	Anthony Berg		Texas	7/30/2020	Prospective Customer	\$ 100,000	\$ 20,000
Toyota NA	Discovery	Patrick Johnston		Texas	12/4/2020	Prospective Customer	\$ -	\$ -
Toyota NA	Demo	Patrick Johnston		Texas	9/23/2020	Prospective Customer	\$ -	\$ -
Vizient	Demo	Brion Mattson		Texas	6/30/2020	Current Customer	\$ 50,000	\$ 10,000
Vizient	Shortlisted	Brion Mattson		Texas	6/15/2020	Current Customer	\$ 45,000	\$ 9,000
Weatherford International	Demo	Douglas Lovelace		Texas	10/1/2020	Prospective Customer	\$ 749,750	\$ 149,950
World Wide Technology	Proposal	Kamaljeet Bhatia		Missouri	12/21/2020	Current Customer	\$ -	\$ -
World Wide Technology	Proposal	Kamaljeet Bhatia		Missouri	6/30/2020	Current Customer	\$ -	\$ -