

PROS and Enable Rebate Management for Omnichannel Selling

Empowering B2B organizations to create winning customer quotes by combining dynamic AI-powered pricing and omnichannel selling with flexible rebate incentive programs.



43% of all B2B buyers desire a seller-free sales experience.¹

60%

of B2B sales organizations by 2025 will transition from experience and intuition-based selling to data-driven selling, merging their sales process, applications, data, and analytics into a single operational practice.²

With digital transformation accelerating, customer purchasing habits are evolving, leaving behind traditional selling processes. Today's B2B buyers expect frictionless sales experiences and a customer-centric mentality from businesses, to feel engaged and remain loyal. This shift to hybrid or completely digital B2B experiences has impacted tremendously supplier-buyer relationships in manufacturing and distribution, leading to increased volumes of data, sales workflows complexity, and lack of transparency in pricing and profitability.

To successfully serve customers, especially when considering incentive programs in deals, B2B organizations can no longer be reliant on inefficient processes, supported by siloed spreadsheets and legacy ERP systems, limited in their performance, flexibility and scalability. Because the end-result is often disconnected experiences for buyers and lost trust.

To drive growth in the new digital economy B2B organizations need to continuously consider changing buyer preferences and adopt new and better ways to manage their price strategies, selling and incentives programs. By leveraging dynamic pricing, AI sales intelligence and customer insights more successfully in their deals, businesses will be able to support higher engagement and more personalized purchasing journeys for their buyers.

1. Source: Gartner's 2021 Digital Buying Survey

2. Source: The Future of Sales in 2025: A Gartner Trend Insight Report

FACING MARKET CHALLENGES

B2B organizations dealing with incentive programs in manufacturing and distribution struggle to design profitable commercial strategies and visualize the real impact on their bottom line when pricing and selling using rebates.

Without simplified workflows, seamless management, and complete transparency into their pricing, deals and incentive programs, companies can't match precisely and in real time the actual sales, purchases and margins against customers' orders and agreements. Therefore, businesses are unable to analyze and control business profitability, whereas customers can't track and maximize their earnings with the purchases they are making.

As a result, B2B organizations are not effectively incentivizing performance related purchases to execute successful sales strategies.

CHALLENGES WHEN MANAGING INCENTIVES AND REBATES PROGRAMS

Business Pain Points:

- Complexity in creating, managing, visualizing, modeling, and executing rebates and incentives programs
- Understand allocation and distribution of rebates
- Overall visibility on business performance and profitability
- Ensure price governance and transparency
- Drive pay-for-performance behavior with the right deals

Customer/Buyer Challenges:

- Meeting or exceeding the predefined incentives milestones to maximize earnings

- Track accruals and results in real time
- Push rebate claims to suppliers easily
- Provide a high-quality service for customer rebate programs
- Ensure agreement clarity with trading partners to eliminate risk and friction in the relationships

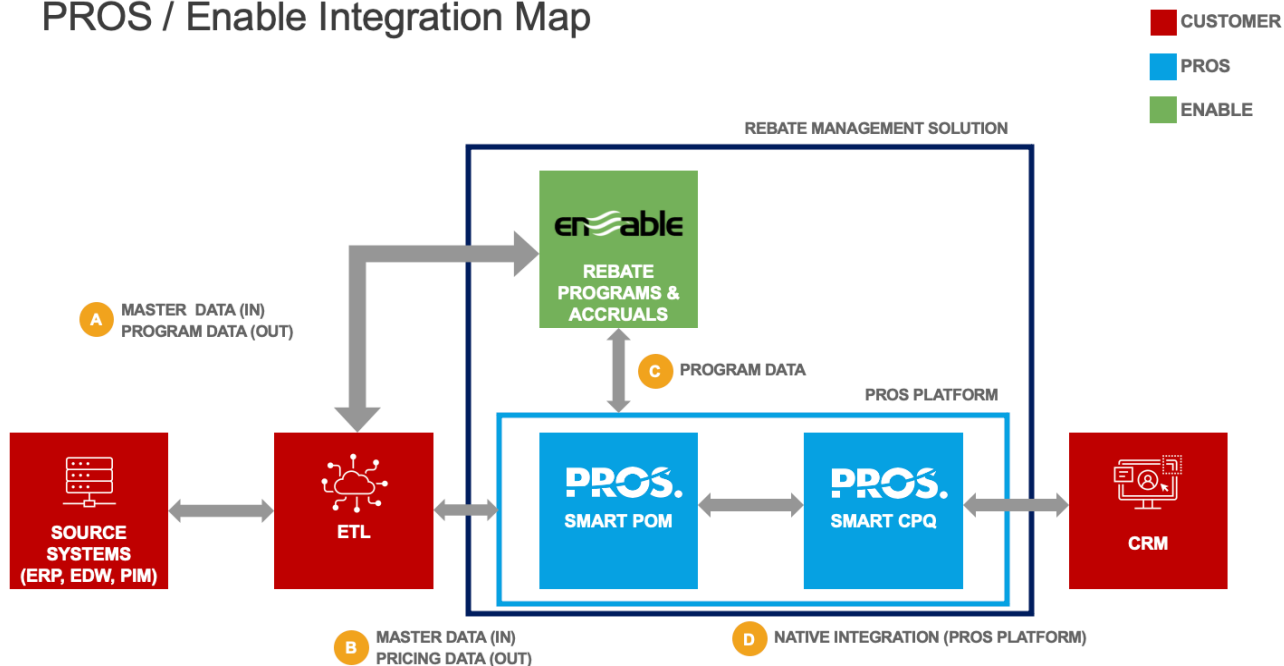
THE PROS AND ENABLE PARTNERSHIP: BETTER TOGETHER

The PROS and Enable partnership combines industry-leading omnichannel pricing and selling capabilities with a full suite rebate management platform able to service the needs of all functions within an organization. The solution removes unnecessary management and execution complexity and buying friction:

- by empowering Selling and Pricing teams with insights into the deal structure and off-invoice rebate incentives at the time of quoting, while dynamically calculating margins to ensure the most competitive and profitable sale.
- by enabling Finance, Procurement and Executives with automated workflows, collaboration and reporting capabilities, ensuring accurate forecasting and accruals, efficient operations, and complete real time visibility into financial and deal results at all times.

With PROS and Enable, B2B organizations improve the performance of their deals across all sales channels, while incentivizing buying, maximizing profitability, and mitigating business risk.

PROS / Enable Integration Map



WHAT MAKES PROS AND ENABLE'S INTEGRATED SOLUTION UNIQUE?

Customers who leverage PROS and Enable together will be better positioned to compete in this new digital paradigm where exceptional customer experiences powered by personalization, transparency, speed and consistency are paramount. The integrated solution offers a set of powerful interconnected capabilities, flexibility, and customer insights, regardless of industry, that help accelerate revenue growth with the right incentive programs, maximize B2B deals performance, drive channel harmonization, provide pricing and quoting efficiencies, and much more!

PROS

- An end-to-end omnichannel pricing and selling platform with powerful dynamic capabilities and a centralized view for all rebate calculations, analyses, overrides and approvals
- Real-time price delivery enabling companies to serve up different rebate program types combined with

dynamically optimized prices to eCommerce platforms

- With high performance quoting, scalability and deal analytics, the platform seamlessly integrates rebate programs, while evaluating impact and streamlining selling workflows and approvals

Enable

- A flexible solution for managing both customer rebate incentive programs and supplier rebate claims, with complete transparency on the deal terms and a full audit trail of the approval process
- Multi-dimensional deal mechanics ensure the system can handle the most complex rebate agreements
- Single data source with workflow automation and reporting tuned for all disciplines in a company impacted by the need to manage, forecast and analyze rebate agreements

KEY BENEFITS OF PROS AND ENABLE'S INTEGRATED SOLUTION

Powerful AI & Machine Learning	Facilitates Real-time Price Delivery	Accelerates Quote Delivery	Automated Rebate Forecasting and Accruals	Integration with Backend Systems
Integrated AI processes that gather and analyze data to understand buyer preferences and deliver personalized pricing and product recommendations.	High performance price engine that enables dynamic price changes delivered to every sales channel in real time.	High performance quoting engine that supports the creation and management of large-scale RFPs, bids, and contracts for sales teams.	Fully automatic rebate calculations, driving rebate payment processes, incentive progress tracking and financial forecasts and accruals.	Seamless integration into existing commerce ecosystems (CRMs, ERPs, commerce platforms, data warehouses).

MEETING THE NEEDS OF ALL CORE FUNCTIONS IN THE ORGANIZATION

As part of their digital transformation efforts, strategic B2B organizations are shifting to a more solutions focused, data-driven approach in selling. To maximize deal performance and accelerate sales cycles, they are adopting advanced and integrated technology and more efficient internal processes to allow their Sales, Pricing, Finance, Purchasing and other internal teams to make the transition successfully.

Selling teams – use rebates and promotions as sales incentive tools that helps drive sales of different products and services to customers. Selling teams need accurate rebate calculations in quotes, offers and customer agreements to drive win rates and customer loyalty.

Pricing teams – need to be able to easily define and calculate relevant incentive programs, pushing the right prices, rebate structures and promotions to salespeople, to leverage in quotes, offers and agreements. And all of that while maintaining complete visibility on profitability and revenue and avoiding channel conflict. Together with Compliance teams, they are responsible for manipulating prices on a global scale and eliminating

price discrepancies. They need to make sure there is pricing governance and compliance among different regions and markets and that enforced revenue, margin, and volume requirements are met.

Finance teams – regard incentives such as rebates and promotions as a financial tool, an instrument of profitability, because depending on the purchased volume/amount, customers can claim rebates from sellers based on their contractual agreements and when rebate accruals conditions are met.

Purchasing, procurement teams – responsible for negotiating rebate programs with suppliers to boost profitability, sharing the parameters of those programs with finance and sales, plus making strategic buying decisions to reduce costs.

Executives – they care about core teams' operational efficiency and the overall business performance and results (both commercial and financial). They want to see quick ROI in regards to defined business goals.

IT teams – want to make sure core functions in the organization have the necessary automated tools for omnichannel commerce and rebates and promotions management that are easy to use, configure, maintain, and update and ultimately enable quick time-to-value.

KEY FEATURES TO CONSIDER

PROS

- 1. Develop, manage and deploy dynamic price strategies** coordinated across all sales channels, regions, products and customers.
- 2. Automated price calculations and approval workflows.**
- 3. Fully configurable user-friendly analytics** that enable a holistic, 360° visibility across every aspect of the business, helping identify areas of revenue and margin leakage and possibilities for improvement.
- 4. High-performance price delivery** with sub-second response times and with guaranteed performance and uptime SLAs, to deliver the right prices to every sales channel instantly and to support substantial price requests made by eCommerce platforms.
- 5. AI-based price optimization** enabling personalized price recommendations, fit for every sales channel, buying and selling scenario.
- 6. Robust product catalogs** with guided selling, search, personalized cross-sell recommendations.
- 7. Product and service configuration** management of simple to complex engineering and order configurations.
- 8. High performance quoting** capable of supporting all selling scenarios of up to 10K line items.
- 9. AI-powered sales intelligence** to uncover cross-sell/upsell opportunities or churn threats.
- 10. Streamlined sales agreements** in real time for digital channels and buyers' needs.
- 11. Collaboration and reporting capabilities** with other teams and key stakeholders.
- 12. 100+ pre-built API connectors for speedy integration** with ERP systems, CRMs, eCommerce platforms, data warehouses etc.

Enable

- 1. Centralized deal repository** to manage and track all rebate programs in a centralized place.
- 2. Robust audit trail** keeps an 'activity log' of key user actions, so you can demonstrate regulatory compliance.
- 3. Automatic calculation of rebate earnings** provides accurate data to maximize your deal performance and rebate revenue.
- 4. Automated approval workflow** for your rebate agreements, reducing unnecessary risks and potential errors.
- 5. Accrual earnings calculations** help you align actual and accrual earnings so you can fully justify your decisions.
- 6. Suite of reports** let's you review spend and rebate performance on a daily, monthly or yearly basis to steer purchasing and sales behaviour to maximize profit.
- 7. Automated Forecasting** of turnover and rebates at a granular level, allowing you to plan for the future.
- 8. Collaboration portal** to share deal information with trading partners, making joint business planning more effective.
- 9. ERP integration** allows Enable to receive master data and transactional data from your ERP.
- 10. Payments control** to manage the collection of rebates from suppliers and the payment of rebates to customers.
- 11. Progress tracker** track your progress against supplier incentives and help your customers achieve the growth incentives you provide.

LEARN MORE

For more information on PROS & Enable integrated solution, please contact PROS at [PROS.com](https://pros.com)