CASE STUDY

Empowering the sales team

PROS uses Axure RP to create seamless, interactive demos.

Winning Deals with Better Demos

The Challenge

PROS provides AI-driven, cloud-based software that sits at the center of every customer offer, enabling businesses to define, implement, and optimize their selling efforts. Every year, PROS uses real-time AI to power over 3 trillion commercial offers across dozens of industries. A key formula for PROS winning business has been to show customers their software, but this often happened later in the sales cycle, involving customization of the software demo for the customer's specific industry. The point of this customization was to help potential customers better understand the tremendous value an AI solution could have on their business. It was clear that the earlier a prospect experienced this magical "a-ha" moment, the easier it would be for them to understand the value and become a customer.

The Solution

As it turned out, the UX solution PROS needed was already in house. The company's product design team had been using Axure RP for 10 years, so they began to explore the platform's possibilities for creating compelling sales demos.

PROS UX designer Katrina Cherk used Axure RP to create a prototype sales demo that showcased the platform's custom text, rich text, and calculation functionality. The demo went far beyond the company's previous interactive website capabilities by providing prospects with a self-guided tour of the PROS platform customized for their industry. Soon, this demo became a key step in helping prospects accelerate their buying journey.

> "I use Axure RP every day. I don't know of any other tool that has the same interactive design capabilities in terms of making things look and feel so close to the real environment. We use our prototypes to do very detailed usability testing with users who often don't even realize that they're only using a demo."

Katrina Cherk,
UX Designer II
PROS

contactus@axure.com

Building better demos with less effort

Supercharging sales teams

PROS sales reps and the company's customer support team used to invest significant effort in quickly creating software demos for potential clients. With Axure prototypes, the company has increased the usability and accessibility of its demos. When PROS recently created a demo for a new product, 67 users showcased it in 259 sessions.
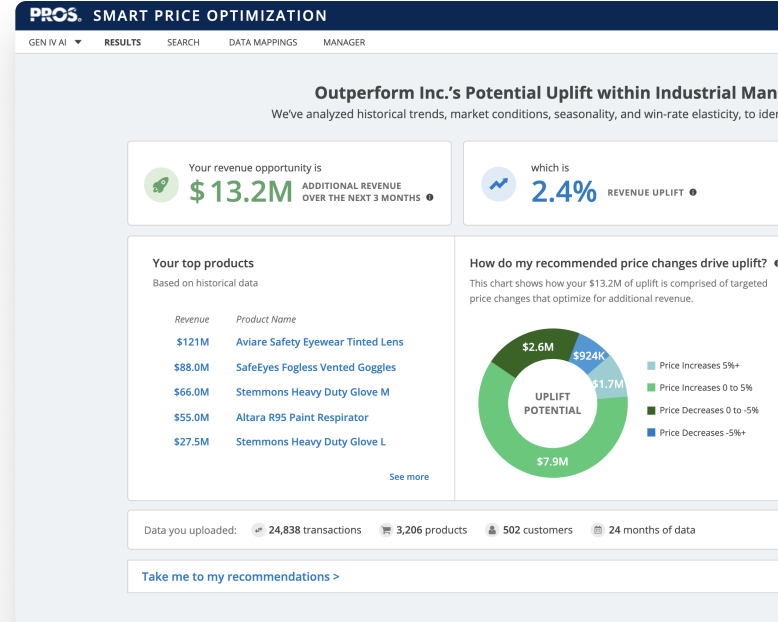
Expanding testing capabilities

PROS uses Axure to generate robust interactions during usability testing, ranging from low-fidelity testing to the most sophisticated high-fidelity use cases. "I think Axure excels when there are lots of calculations and customizations that need to be performed," reports Cherk. "For complex prototypes in enterprise business use cases with complex interactions, I haven't found a tool that can match these capabilities."

Keeping prototypes secure

PROS sales reps access Axure through a secure single sign-on. They can tailor a prototype to a particular industry or company by filling out a few fields—rather than changing text in dozens of text boxes as they did in static tools or a more involved configuration of the actual product. Once the sales rep clicks Generate, the demo is populated with custom data. Sales reps can bookmark the demo for future use—and there's no danger of accidentally editing or erasing someone else's work.

PROS SMART PRICE OPTIMIZATION

GEN IV AI ▾   RESULTS   SEARCH   DATA MAPPINGS   MANAGER

Outperform Inc.'s Potential Uplift within Industrial Man
We've analyzed historical trends, market conditions, seasonality, and win-rate elasticity, to ider

Your revenue opportunity is
$13.2M ADDITIONAL REVENUE OVER THE NEXT 3 MONTHS ⓘ

which is
2.4% REVENUE UPLIFT ⓘ

Your top products
Based on historical data

Revenue	Product Name
$121M	Aviare Safety Eyewear Tinted Lens
$88.0M	SafeEyes Fogless Vented Goggles
$66.0M	Stemmons Heavy Duty Glove M
$55.0M	Altara R95 Paint Respirator
$27.5M	Stemmons Heavy Duty Glove L

See more

How do my recommended price changes drive uplift?
This chart shows how your $13.2M of uplift is comprised of targeted price changes that optimize for additional revenue.

$2.6M $924K $1.7M
UPLIFT POTENTIAL
$7.9M

■ Price Increases 5%+
■ Price Increases 0 to 5%
■ Price Decreases 0 to -5%
■ Price Decreases -5%+

Data you uploaded: 24,838 transactions   3,206 products   502 customers   24 months of data

Take me to my recommendations >

We were recently working on a project and reached out to the Axure support team with a question. They got back to us right away and showed us that something we had assumed was impossible was in fact possible on the platform. **We're very impressed by the quick and helpful answers Axure always gives us.**

Ravi Singh,
Vice President of User Experience and Design, PROS

axure | PROS.ai

✉ contactus@axure.com