Simplified pricing process now takes minutes instead of days

Competitive pricing, product demand, the costs of materials, gas and labor, and the thousands of other market variables affect product cost and customer demand for products or services around the world. It's why accurate and profitable pricing represents one of the most difficult business challenges for many companies. Manufacturing, distribution, services, and airline companies look to the science and technology provided by PROS to keep their pricing accurate, competitive, and profitable. The PROS Guidance product runs enormously complex pricing calculations based on variables that comprise multiple terabytes of data. To handle this calculation complexity and data volume, and then deliver specific results to its clients quickly, PROS built its services on top of Azure HDInsight.

	Products and Services	Organization Size	Industry	Country	Business Need	
	Microsoft Azure Azure HDInsight Apache Spark for Azure HDInsight	1,000	Other- unsegmented	United States	Pricing Software- as-a-Service	