



WILBUR-ELLIS

# Wilbur-Ellis unlocks new capabilities by expanding to PROS Gen IV AI

## Before

Wilbur-Ellis' Ag Retail business needed a pricing solution to improve speed, accuracy, and visibility in a fast-moving market.

- Manual, spreadsheet-based pricing was static, time-consuming, and error-prone.
- Reliance on a cost-plus model limited agility and left margin on the table.
- Inability to respond quickly to market changes led to margin leakage and sales bottlenecks.
- No centralized oversight made it difficult to align strategies or scale pricing efforts.

## With PROS

Wilbur-Ellis launched its pricing transformation in 2020 with [segmentation-based price optimization](#), then expanded to [PROS Gen IV](#) in 2023 to drive even greater precision and agility.

- Replaced spreadsheets and cost-plus pricing with real-time, AI-driven price guidance.
- Achieved fast ROI, realizing over 2% margin uplift and paying back the investment in under a year.
- Expanded to Neural Network based optimization to eliminate segmentation gaps, using all attributes for highly accurate price predictions.
- Leveraged elasticity and explainable AI to better respond to market shifts and boost sales team confidence.



[www.wilburellis.com/](http://www.wilburellis.com/)

### Company information

Distributor of agricultural products, animal nutrition, and specialty chemicals and ingredients

### Number of employees

3,400

### Industry

Chemicals

### Revenue

\$3.5 billion

## Results

### Real-time pricing at scale

On-demand pricing for 6,000+ SKUs—down from 48 hours to instantaneous.



### Smarter AI-driven decisions

Gen IV AI now leverages 100% of pricing attributes to accurately calculate willingness to pay.



### Simplified, strategic execution

Aligned pricing strategies across teams, reduced complexity, and increased visibility for sales and leadership.



### Rapid time to value

Launched Gen IV under budget and ahead of schedule, fully live in just 6 weeks.