



Generating Quotes in Minutes for a Leading CMS Company with CPQ

Company Overview

Location : Worldwide
Industry : Cloud Storage
Solution Used : Apttus CPQ

Challenge

- * Complex pricing model for a wide number of products, sold in different ways and has to cater to multiple systems.
- * Product pricing depends on payment frequency, contract term, deal type, discounts, product type, approvals and business rules.
- * Difficult to generate quote for B2B sales with so many parameters to consider.
- * Manual approval of quotes each time.
- * Multiple iterations are time consuming.
- * Each time a customer PDF needs to be generated when a quote is created.
- * Documents are managed manually and thus are difficult to keep track.

Solution

- * Streamlined the quoting process.
- * Can be handled on the same system with automated calculations.
- * Automated product selections and availability.
- * Stock Keeping Units design to minimize SKU proliferation.
- * Reduction in the number of SKUs with the help of attributes.
- * Automatic approval of quotes.

Result

- * Reduction of manual quotes generated by the Deal Desk team and scale the company as a business through creating efficiency in manual processes
- * Reduction of SKU proliferation
- * Improve and streamline approval process
- * Enable Japan Channel Quoting as most of it is handled manually and differently
- * The implementation of CPQ decreased their go-to-market time for new products.
- * Integration and better alignment with Zuora and NetSuite