

# keste



## SALESFORCE CPQ

Automate your critical buying and selling processes for end-to-end digital purchasing

CREATE-YOUR-OWN COMPUTER FROM DELL. DYNAMIC PRODUCT SUGGESTIONS FROM AMAZON. CUSTOMIZED, GUIDED SELLING FOR EVERYTHING FROM CARS TO SNEAKERS. THIS IS THE MODERN DIGITAL BUYING EXPERIENCE - AND IT STARTS WITH NEXT-GEN CPQ.

Creating successful digital ordering and selling experiences goes far beyond technology: you need a CPQ strategy that bridges legacy technology with cutting-edge capabilities. But with complex product lines, countless different data sources and systems, and the demands of mass customization, upgrading your order-to-cash processes is easier said than done.

KESTE CHANGES THAT. WITH KESTE, YOU WILL:

- Make guided purchasing your differentiator. Keste can transform the most involved product catalog into a dynamic, streamlined buying and selling experience.
- Deliver quotes more quickly and accurately. Empower your customers to personalize their orders and receive detailed quotes on the fly.
- Benefit from proven best practices and 15 years+ experience. We bring hands-on knowledge earned from over 15 years of implementing custom CPQ systems.



Keste is a Recognized Leader in Cloud Applications and Integration

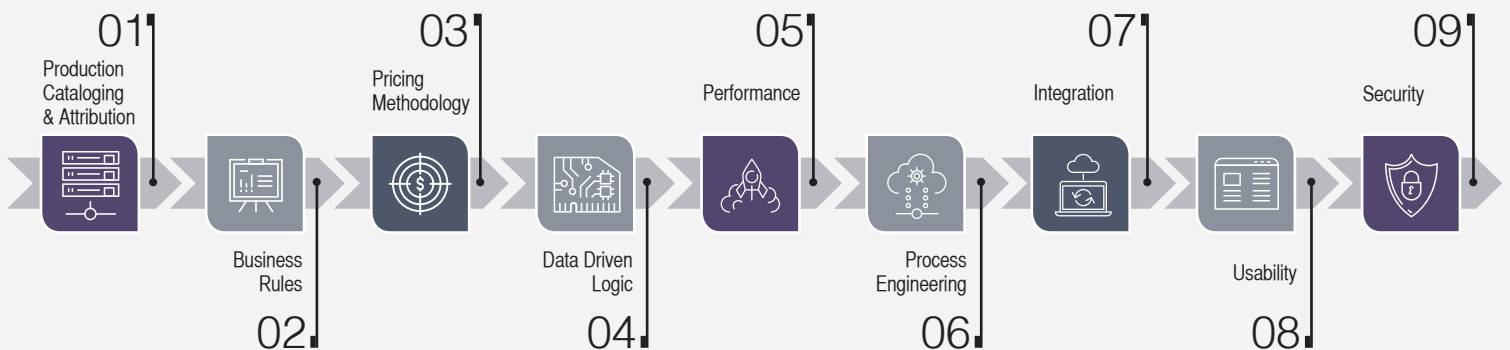
## CREATE USER-CENTRIC EXPERIENCES WITH BOTTOM-LINE RESULTS

Keste brings business strategy and technical expertise to your CPQ implementation. We turn the most complicated products and convoluted systems into a powerful, integrated experience that benefits customers, IT, and the business.

### Featured Benefits:

- Modernize and standardize sales, ordering, and fulfillment processes across your organization
- Improve order fulfillment and accuracy, scalability, and operational efficiency
- Systematize your quoting process and centralize business proprietary data within Salesforce
- Eliminate rogue discounting and increase deal margins
- Increase data integrity and traceability
- Reduce customer service times with self-service
- Increase user productivity by minimizing manual workflows
- Present complex products in engaging, dynamic ways to encourage guided selling
- Create differentiating user experiences that support mass customization and keep customers coming back for more

## THE KESTE APPROACH: 9 STEPS TO A BEST-IN-CLASS CPQ IMPLEMENTATION



READY TO SEE HOW KESTE CAN TRANSFORM  
YOUR CPQ IMPLEMENTATION?

Get in touch to learn how to get more from Salesforce CPQ.

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### CASE STUDY

## RamQuest

RamQuest delivers software solutions for the real estate title industry. With Keste, they completely re-engineered their CPQ sales processes and shifted platforms to Salesforce CPQ (Steelbrick), including:

- Automating outdated CPQ processes previously performed in MS Office
- Standardizing and systematizing the quoting process, eliminating manual efforts
- Centralizing all business data within Salesforce to cut dependence on decentralized desktop tools
- Integrating quote documentation with DocuSign
- Implementing an enterprise-grade CPQ platform designed for scale, efficiency, and UX

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see our entire solutions portfolio at:  
[www.keste.com](http://www.keste.com)