

Transition to the Market Leader with aMind

# Apttus to Salesforce CPQ:

## Reduce Risk, Costs and Timeframe

Transforming Businesses Around the World Through CPQ & Billing Since 2005





aMind is a business and technology consulting firm that offers unparalleled CPQ and billing implementation services. aMind's business and technology experts elevate Salesforce Quote-to-Cash so customers sell faster and smarter across all channels.

## Is an Apttus to Salesforce Transition for You?

- ✓ Unhappy with Apttus?
- ✓ Apttus license renewal up?
- ✓ Avoid prohibitive upgrade costs.
- ✓ Improve customer experience – even with high customization.
- ✓ Admire Salesforce CPQ + Billing.
- ✓ Want to be 100% happy!

# Why Replace Apttus with Salesforce CPQ?

	
Fortune 500 company and recognized SaaS leader in CRM.	Company declining. Under new leadership and private equity.
Highly stable company with significant investment in CPQ.	Diluted product investments and strategy. Slowing innovation.
Large and active partner and user community.	Small, hard to reach community and stuck behind a firewall.
App Exchange - wide range of ISV applications that integrate to core Salesforce Objects.	Apttus is a managed package, only shares a few native objects, hence drives more architecture complexity and integrations
Larger pool of skilled talent.	Few Apttus experts; need to rely on expert services.
Formalized and widely available training and documentation through Trailhead.	Limited training and product documentation.
More structured configurations for CPQ designs and implementations, often lower customizations.	Multiple and convoluted ways to implement that are confusing and often lead to consulted implementations and high customization
CPQ package installations are easier and repeatable, taking only a couple of hours to implement.	More packages can take several days of detailed admin configurations, sandboxes, or even patches, that must be sequenced with high risk of mistakes.
True multi-tenant architecture with prescribed upgrades.	Upgrades ≠ upgrades Upgrades = reimplementation Upgrades are the responsibility of the customer

## How to Get Started

# aMind Engagement Process

### 1. Initial Discovery

- One 90-120 minute web meeting
- Motivation for change – drivers, objectives, pain points
- “As a User” reverse demo of Apttus with key SMEs
- Techno-functional Q&A – implementation “what” and “why”

### 2. System Check (If needed)

- Access to a sand box
- Look “under the hood” to better understand Apttus customizations and tech debt
- Confirm understanding of customizations and advanced configurations contributing to pain points

### 3. Initial Readout - 1st Review

- One 60 minute web meeting
- Confirm understanding, clarify follow-ups & open items from prior discovery
- Initial readout of future state systems and features
- Capture feedback and adjustments

### 4. Transition Readout Review

- One 60 minute web meeting
- Review readout with key stakeholders and SMEs
- Capture next steps and path forward

## Engagement Output

### 1. What We Heard

Customer pain points, drivers and objectives.

### 2. System Output

Highlights of major customizations and tech debt to address.

### 3. Wellness Plan

- Future state technology map of systems and modules.
- Areas for further discovery including the topics and agenda to confirm requirements, functional and technical scope.
- ROM implementation cost estimates and timeline.

## Endorsed by Salesforce

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aMind knows CPQ & Billing cold! An excellent fit into the Salesforce CPQ ecosystem.



*– Brion Schweers, VP, Quote-to-Cash, Product Team / Salesforce*

aMind showed tremendous partnership through an evaluation to rip and replace Apttus. Their deep quote-to-cash knowledge positioned Salesforce CPQ & Billing as the solution of choice.



*– Sebastian McGreevey, Account Executive, Mid-Market CPQ & Billing / Salesforce*

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I've had the pleasure of working with aMind on a very strategic Apttus transition to Salesforce involving CPQ, CLM and Billing. Their Salesforce CPQ and Apttus knowledge shines through and is key to a smooth transition from Apttus to Salesforce. I will definitely work with aMind again.



*– Jeff Garrah, Product Specialist, Salesforce Quote-to-cash, Healthcare Life Sciences / Salesforce*

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aMind was instrumental in defending Salesforce in a near impossible situation. Thoma Bravo attempted to mandate Apttus, despite a purchase of Salesforce CPQ & Billing. Bring aMind in early to empower your champions to sell against Apttus.



– Nick Agrawal, Sr. Account Executive, General Business / Salesforce



If you are competing with or replacing Apttus, you should have aMind in the room. They help make the vision of B2B commerce and CPQ a reality!



– Greg Fiorindo VP, Commercial Sales / Salesforce

## Full-cycle Implementation Services

Implementation Services | Change Management | Managed Services



CPQ



Billing



eCommerce



Sales Cloud



Service Cloud

# Make Your Next CPQ & Billing Project a Huge Success

107/35

Salesforce /CPQ Certifications

130+

CPQ Implementations

3 offices

San Francisco, Denver, Tbilisi

15

Years Implementing CPQ and Billing



100% Customer Satisfaction

## Serving Leading Brands

Across industries. Around the globe.

