



Zilliant CPQ Connector for Salesforce

ENABLE MORE EFFECTIVE QUOTING WITH MARKET-ALIGNED PRICE GUIDANCE.

Enabling sales reps to quote efficiently, quickly and with market-aligned prices is key to winning deals and doing so profitably. Configure, Price, Quote (CPQ) software, such as Salesforce CPQ, enables faster and more efficient quoting and approvals. When seamlessly integrated with market-leading price optimization and management software, pricing teams have powerful tools to execute pricing strategies and sales reps are equipped with price guidance that reflects each unique selling circumstances to quote efficiently and effectively.

For a majority of B2B companies, the pricing function has become wildly complex due to the speed and unpredictability of external pricing triggers, coupled with insufficient internal resources to orchestrate a strategic price response. Often, the pricing persona within a B2B company is underserved by CPQ systems. Zilliant provides the missing link – a space in which to set, optimize and manage prices that perfectly complements Salesforce CPQ.

DON'T SIMPLY IMPROVE QUOTING PROCESSES, TACKLE QUOTING QUALITY.

The Zilliant CPQ Connector integrates natively with Salesforce CPQ to deliver granular, market-aligned and optimized price guidance in real-time to **ensure sales reps are making the best possible pricing decisions**. It provides native integration to Zilliant's industry-leading pricing solutions — Price IQ® and Price Manager™.

How do we help Salesforce CPQ customers?

- **REAL-TIME INTEGRATION**

With Price IQ and Price Manager, pricers can make adjustments to prices and publish changes in real-time to Salesforce CPQ.

- **MARKET-ALIGNED PRICES**

Equip sales reps with market-aligned price guidance that meets corporate P&L goals and customer expectations. Prices are generated across all B2B price types, including list, matrix, negotiated, agreements, overrides & promotions.

- **CONTEXTUAL PRICING ANALYTICS**

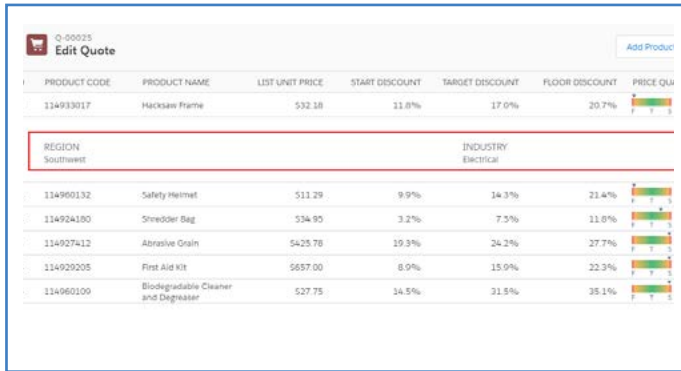
Powerful visual analytics enable sales reps to view price quality scores, clearly see the factors driving the price guidance, and compare historical prices paid by other customers in the same pricing segment.

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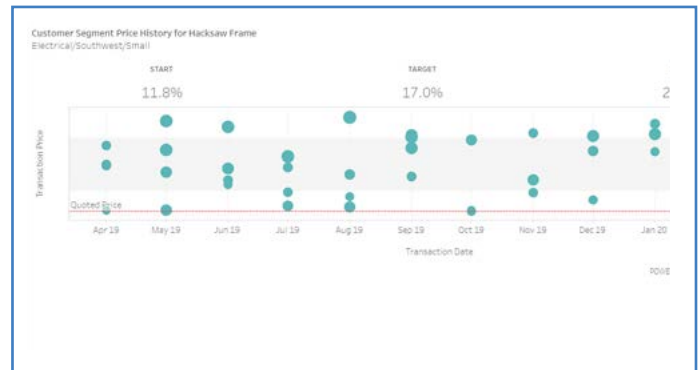
HOW IT WORKS

The Zilliant CPQ Connector natively connects Salesforce CPQ with Zilliant Price Manager and/or Price IQ. With best-in-class pricing solutions, your organization will be able to:

- Dynamically deliver market-aligned prices to meet business objectives and customer expectations with respect to a competitive and fair price
- Ensure price guidance in Salesforce CPQ reflects up-to-date pricing strategies and market and cost data
- Publish price changes in real-time
- Increase sales confidence by providing contextual analytics, including historical prices paid by other customers in the same pricing segment and price quality scoring
- Simplify a complex quoting process by dynamically optimizing line-item pricing with order-level targets
- Accelerate quote turnaround time with real-time approval guidance



PRODUCT CODE	PRODUCT NAME	LIST UNIT PRICE	START DISCOUNT	TARGET DISCOUNT	FLOOR DISCOUNT	PRICE QUALITY
114933017	Hacksaw Frame	532.38	11.8%	17.0%	20.7%	
REGION: Southwest		INDUSTRY: Electrical				
114950132	Safety Helmet	511.29	9.9%	14.3%	23.4%	
114924180	Shredder Bag	534.95	3.2%	7.5%	11.8%	
114927412	Abrasive Grain	5425.78	19.3%	24.2%	27.7%	
114929205	First Aid Kit	5657.00	8.9%	15.9%	22.3%	
114960100	Biodegradable Cleaner and Degreaser	527.75	14.5%	21.5%	35.1%	



Learn more about how [Price IQ](#) and [Price Manager](#) deliver unmatched benefits and flexibility to pricing teams, through best-in-class pricing science and a streamlined approach to price management.

HIGHEST ROI. BEST CUSTOMER EXPERIENCE.

Companies using Zilliant's pricing solutions routinely realize an incremental 100 to 300 basis points of margin improvement. The reason Zilliant customers outperform their peers?

In addition to world-class AI and data science, our industry-leading price optimization and management solutions were recently named a Leader in the [IDC MarketScape: Worldwide B2B Price Optimization and Management Applications 2021 Vendor Assessment](#). Customers rated Zilliant highly for customer success, satisfaction, level of support and value for price paid. Additionally, IDC recognized Zilliant for continuing to build out innovative new functionality to increase the effectiveness of our pricing solutions.

With the support of a dedicated Zilliant team of pricing, data science and industry experts, we prioritize customer success by taking the time to understand the unique dynamics of each business. This approach, paired with world-class AI and data science, enables you to power intelligent commerce by connecting your commercial strategies with effective execution.

GET STARTED.

We believe deeply in investing in customer success, starting with the first conversation. Visit us on the [AppExchange](#) or [contact us](#) today.