

CHALLENGE

Central Square has experienced significant growth through acquisition and is working to align their internal systems and selling approach to a common platform.

This effort includes a significant amount of transformation as different business units realign their products and selling processes to create a unified sales experience across the organization. While ensuring that quotes are accurate and have achieved an appropriate level of approvals while accelerating the quotation process.

RESULTS

- Successfully replaced Apttus CPQ with Salesforce CPQ
- Multiple sales processes were streamlined into one, so sales teams could co-sell the different brands seamlessly and effectively
- Allows for global teams to uniformly quote in adherence with executive guidelines.
- Improve the visibility and accuracy of the pipeline to all management levels.

SOLUTION

Central Square utilized Salesforce CPQ as a common platform for all quotes.

- Consolidated all quoting to a single platform while replacing two legacy quoting applications and numerous spreadsheet quotation tools.
- Simplified and standardized their product offerings making them easier to sell.
- Integrated with existing back office solutions.
- Implemented a highly guided selling experience for their subscription offerings.
- Proactive and automated renewal opportunity and quote creation process

“Uptima’s delivery methodology ensured a successful CPQ implementation for CentralSquare. Not only are they domain experts, but they are creative, professional and reliable. If any issues arose, Uptima was out front of it and communicated with us very early on while engaging our steering committee for collaborative smooth resolution.”

KAREN MUMMAH
Director, Pricing Strategy



CLIENT

CentralSquare provides technology solutions that help over 7,500 public sector agencies deliver vital safety and administrative services to 3 out of every 4 residents of the U.S. and Canada.

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