

# Salesforce CPQ Acceleration

Paraco Gas Cuts Catalog Update Time from Days to Minutes



## Paraco Gas

Paraco Gas Corporation supplies and markets propane gas to residential, commercial, and wholesale markets in Connecticut, New York, Massachusetts, Rhode Island, New Jersey, and Pennsylvania. It offers residential programs, such as automatic delivery, budget payment plan, third-party notifications, and oil to propane, and commercial services, including autogas, forklifts, cylinder exchange, landscaping, and other applications. The company also provides annual heating systems, and repairs, and emergency services. In addition, it offers propane gas equipment that includes propane tanks, appliances, generators, and pool heaters. Paraco Gas Corporation, formerly Patsems, Inc., changed its name to Paraco Gas Corporation in March 2010. The company was founded in 1968 and is based in Rye Brook, New York, with an additional office in Essex, Connecticut. It also has a serviced office in Friendsville, Pennsylvania.

## Client Goals

- Achieve daily pricing updates.
- Automated time-consuming tasks.
- Transition from a manual sales process to Salesforce CPQ.
- Streamline integration between Salesforce CPQ and ADD Systems.

*"Pricing is now easily available within the CPQ app, with drill downs that provide pricing by geography and product as well as multiple other criteria. Our users are very happy with the solution!"*  
—Director of IT, Paraco Gas

## Background

Anyone with a car or a propane grill can tell you that gas prices change frequently. Those changes are near-constant when your business buys and sells it right from the source. For Paraco Gas, adjusting their quoted prices based on market changes was becoming more than a hassle. They had thousands of records saved between a manual system of Excel spreadsheets and Salesforce CPQ, monitored by a small team with various other responsibilities on their plate. Pricing updates were delayed by up to 2-4 days, which often forced salespeople to look up prices from Excel and input them into the CPQ quote, creating the potential for manual errors.

Paraco knew they needed a system that would make it easy to update prices according to fluctuating market standards. Their ideal system would let them update their price catalog weekly rather than monthly.

## CommerceCX Comes Onboard

Paraco Gas reached out to CommerceCX by responding to a marketing campaign advertising our Salesforce expertise. They were especially interested in CCX's Commodities Pricing Manager and its ability to handle complex pricing quickly and easily. CommerceCX experts spent two weeks in discussions to get a good impression of Paraco's needs and build a roadmap for configuration and implementation. A critical factor in this was determining a path to integrating the POM with ADD Systems, a software specifically designed for supporting fuel delivery.

CCX developers and architects worked with the client to design a tool that would consolidate their thousands of records into a few hundred everyday prices that could be modified based on specific factors. By updating those everyday prices, a user or configurator could easily update the entire catalog—even when a company acquisition almost doubled its size halfway through integration. At launch, the CCX Commodities manager updated 14,000 pricing records in less than five minutes.

## Results

- Decreased quoting time to customers.
- Enabled integration of 6,000 new product records.
- Reduced catalog update time from days to minutes.
- Eliminated human error by automating pricing and discounting.
- Increased customer satisfaction by providing fast, accurate quotes.

