

# Lead to Cash Implementation with Conga CPQ and Conga CLM

JDE Peet's Launches Full Lead-to-Cash Stack in 14 Months



## JDE Peet's

JDE Peet's is the world's largest pure-play coffee and tea company and with that comes hundreds of different ways of selling, with multiple sales channels. Whether it was selling bags of coffee beans to Costco, providing an espresso machine to a cafes, or a multinational conglomerate signing service contracts for its hundreds of breakroom coffee machines, JDE's system needed to account for everything.

## Background

Have you ever had a group project where one area didn't come together? Well, that's what JDE Peet's encountered with Conga CPQ and CLM. JDE Peet's had embarked on a massive project: to completely transition their business processes from Excel and SAP CRM to a new cloud-based solution built on Salesforce and Conga. The Salesforce implementation went without a hitch—but Conga CPQ and CLM just wouldn't come together. The out-of-the-box system didn't have the functionality to do what JDE needed didn't exist yet and was twelve months away in Conga's roadmap. JDE didn't have a year—the initial timeline for this project was 6-8 months.

Everyone in the group did their part: JDE hired systems integrator Accenture for their Salesforce implementation with great results. But the Conga implementation stumped them too. What they needed was a Quote-to-Cash process that could incorporate elements of Conga CPQ, CLM, and Billing into a cohesive system that could accommodate the complexity of JDE's pricing conditions. When they called us in, they couldn't even get prices to calculate—CommerceCX gave them a full asset-based ordering process in 12 weeks and a complete system in 14 months.

## Client Goals

- Create a Lead-to-Cash process template for global sales.
- Use automation to ensure consistent sales processes across countries.
- Package products and associated services with easily applicable discounts.
- Support contracted product purchases and bucketed discounts.
- Streamline pricing, contracting, order management, billing, invoicing, and rebates.

## CommerceCX Comes Onboard

Accenture had previously worked with CommerceCX and invited us to help repair JDE's Conga implementation and integrate it with their existing Salesforce infrastructure. Not only did CommerceCX deliver a working implementation, we expanded the solution's impact and reduced unnecessary delays. We finished with a bang: after 14 months of working with JDE, our solution launched in eight countries simultaneously.

We customized Conga to enable necessary functionality by:

- Building and integrating a new pricing engine in Conga, incorporating customized bucketed discounts, contract pricing, and asset-based ordering processes.
- Instituting a fully scalable pricing and quoting infrastructure, incorporating customized bucketed discounts, contract pricing, and asset-based ordering processes.
- Integrating inside, channel, and e-commerce sales into one system.
- Completing downstream fulfillment support for billing, invoicing, and finance.
- Fully integrating Conga with JDE's Salesforce and SAP implementations.
- Migrating over 250k contracts in five days.

## Results

- Fully recalibrated Conga installation in under 14 months.
- Improved response time by 700% for asset-based ordering process.
- Launched full-stack implementation in 8 countries simultaneously.

