

TABLE OF CONTENTS

| | | |
|---|--|---|
| ✓ | Summary..... | 3 |
| ✓ | Introduction..... | 3 |
| ✓ | What is CPQ?..... | 4 |
| ✓ | Common Pain Points Driving the Need for CPQ..... | 5 |
| ✓ | Key Questions to Ask..... | 6 |
| ✓ | Integration..... | 7 |
| ✓ | Implementation/Maintenance..... | 8 |
| ✓ | Conclusion - What's Next?..... | 9 |



SUMMARY

In today's competitive market, complexity in quote and order

creation has expanded well beyond manufacturing into nearly every industry segment. Fast, accurate customized quotes are now a competitive imperative.

However, companies are typically slow to embrace change and often have outdated and customized applications that are not integrated. This creates segregated and unusual silos of information across the company. They also, favor having manual, paper-based systems that create errors and impede efficiency and productivity.

For companies to provide a completely seamless experience customers want and need, there's still a missing piece – configure, price, quote (CPQ).

This guide was developed to assist you in providing an introduction to the product and serve as a resource for your sales, marketing, and professional services project needs.

We look forward to working with you and answering any questions you have as you continue to evaluate CPQ solution providers.



“Our increased efficiency has led to more quotes with less errors. Our goal is to increase each salesperson's annual revenue by over \$200,000. Now, with CPQ in place, we are well on our way to achieving that goal.”

Martin Messick, IT Manager
James M. Pleasants Co. (JMP)



“Our quotes can be extremely difficult and messy. The only way we can do it is with CPQ. The CPQ solution has saved us countless times.”

Grant Roberson, Business Analyst
EPB

WHAT IS CPQ?

C

Configure
complex products
and services

P

Price
your solutions based
on any variables

Q

Quote
our customer with a
professional document

Let us break it down further.

CPQ, or Configure Price Quote is a software solution that enables both companies and their customers to quickly and accurately generate quotes and orders. CPQ solutions often work together with CRM and ERP platforms and other business technology, which helps establish data integrity and order accuracy. CPQ software is designed to help accelerate the quoting and proposal generation process, eliminate mistakes, and easily guide users through the most complex pricing and quoting scenarios.

COMMON PAIN POINTS DRIVING THE NEED FOR CPQ

- The Information needed for quotes is in spreadsheets or the heads of the sales staff
- Competitors are getting quotes out faster than us
- Quote-to-order ratios are low
- Constantly making mistakes on proposals and having to revise quotes or orders
- Orders cannot be fulfilled in production based on what was quoted
- Our reps need to create quotes anytime, anywhere, and on any mobile device
- Need to provide a portal for dealers or customers to create quotes or orders
- Struggle with a consistent proposal output
- Challenged with managing disparate solutions for quoting
- Need to transfer the burden of maintaining a quoting tool to sales/product management
- Need to put our knowledge in the hands of the sales team to help them quote more effectively
- Consolidate BOM/MO development from the front office to the back office



“The speed and accuracy of CPQ have given us a clear and strong advantage over our competition. CPQ has been a real game-changer for us.”

Jeff Hazeldine, CPQ Developer
ANCA



“CPQ has made it much faster to create valid orders. We’ve seen about a 50% improvement in time-to-quote. And, accuracy in quoting has also improved about 50%.”

Craig Walsh, CRM Administrator
Hitachi Construction Machinery

What do you look for when evaluating a CPQ solution?

Here are 11 questions you should ask your vendor when shopping for CPQ:

- How does your company handle complex quoting? What are the requirements?
- How can I eliminate quote errors?
- Do you need to improve quote-to-order speed times?
- Do you support a unified client interface?
- Does CPQ have a single sign-on?
- Do you offer guided selling?
- What CRM/ERP platforms do you support?
- Does your software trigger discount and other approval workflows?
- Can I create bill of materials?
- Does your software extend to portals and mobile devices?
- What does implementation look like?



“With our improved data integrity, we have a better knowledge of what each of our dealer or sales reps are selling (or not selling).”

Mike Vassil, Director of Operations
Okuma



“One of the biggest benefits of the system is that dealers can access CPQ anywhere. They could be sitting on the showroom floor with a laptop, or at a boat show with a tablet and configure an order.”

Greg Casteel, Senior Business Systems & Process Analyst
Malibu Boats

INTEGRATION

CPQ: The Missing Link for True Automation

CPQ solutions work together with CRM and ERP platforms and other business technology, which helps establish data integrity and order accuracy. CPQ software is designed to help accelerate the quoting and proposal generation process, eliminate mistakes, and easily guide users through the most complex pricing and quoting scenarios.

So, regardless of how you sell – with your direct sales team, through resellers, or B2B/B2C on the web, CPQ can deliver the scalability and flexibility needed to handle virtually any complex quote or order configuration requirement at a low total cost of ownership.

The combination of CPQ and CRM/ERP empowers sales reps to quickly configure complex product and service proposals with ease for virtually any industry, including IEM, professional services, heavy equipment, high tech, and more.

A Configure, Price, Quote experience isn't complete without seamless integration. Experlogix CPQ integrates with Microsoft, Salesforce, NetSuite, and more.



“The quoting time for configuring doors at our dealers has gone from one or two days to just a few minutes and has helped us increase our sales win rates.”

Robert Scott, VP of Engineering
Martin Door Endance



“CPQ has provided real value to our organization. It allows us to customize furniture like never before, and as a result, we've been able to add more options and variations to our current product offerings.”

Bryan Hamman, Cost Accounting Department
Norwalk Furniture

IMPLEMENTATION/MAINTENANCE

The key to a successful CPQ implementation is to arm your sales team with a detailed training program. You shouldn't let them loose on any new system without the proper training to effectively and efficiently utilize it. Giving your sales team the skills they need to fully maximize a CPQ solution will guarantee a better overall experience for both your business and your customers.

PROFESSIONAL SERVICES

Train the Trainer: A popular approach. Reduce your up-front services investment and gain hands-on training designed to help you understand how to set-up and maintain your configurator.

Turnkey: Some customers prefer our team of configurator experts to provide end-to-end, turnkey configurator implementation services. These engagements include a well-defined, tested, and proven set of implementation phases:

- Discover and Solution Definition
- Data Migration
- Rules & Formula Logic
- User Interface Design
- Testing
- Conference Room Pilots
- User Training
- Go-Live Support
- Post-Implementation Audit

TRAINING SERVICES & ONGOING EDUCATION

On-Site Services – Receive hands-on support from experienced implementation engineers at your location(s). Technicians are available to assist with product training, project management leadership, and turnkey implementation delivery.

Online Services – Cost-effective approach to training & implementation support. Via, live, online assistance. Implementation engineers deliver successful projects worldwide using modern online virtual meeting technology.

Customer Portal – Your hub for online customer support. Users can register support tickets, communicate with other customers via our forum, access product guides, implementation guides, and customer tutorial videos.



CONCLUSION - WHATS NEXT?

When shopping and evaluating CPQ vendors, the first step is to align with CPQ vendors to schedule discovery call. You should expect a demo tailored to your business needs and processes. Remember to ask the questions referenced above. Most importantly, you are now on the path to **SELLING AT THE SPEED OF NOW!**



Get Started!

At Experlogix, our # 1 focus is to devote all of our energy to developing the most comprehensive CPQ (Configure, Price, Quote) solution with the highest caliber of integration into popular CRM and ERP platforms. We have grown our company to support hundreds of customers and thousands of end-users and reseller partners by excelling at two fundamental principles: provide simple-to-use, yet powerful configurator technology, and back it with knowledgeable, responsive customer support.

We believe that we have the finest configurator technology on the market today, and continually work to not only stay current with platform changes but also work to enhance the user experience and functional capabilities within the configurator itself.