

conga



EBOOK

Building a CPQ business case

Unlocking transformative outcomes

Have you ever had a great idea for a project but hit roadblocks providing the data and rationale needed to justify the project? Or maybe you spearheaded a project, only to have it deprioritized later for lack of budget, resources, or an array of other reasons? The key to avoiding such setbacks is crafting a compelling business case to effectively justify how a project will align with top business priorities and improve pain points.

A business case is critical to justify the investment in a CPQ since it's a greatly transformative project. This guide will help you ensure your CPQ project is strategically aligned with business objectives, investment is justified, and ROI analysis is provided.

Navigating success: goals, challenges, and the Conga CPQ advantage

There are many pain points that a CPQ tool solves. That's why we've outlined some of the most common goals we see businesses meet using a CPQ tool. Choose elements to include based on your company's use case and challenges.

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GOAL

Grow revenue

Challenges:

- **Non-templated pricing**

Pricing lacks standardized templates, leading to inconsistency and potential revenue loss.

Impact

Without a structured pricing approach, there's a risk of undervaluing products or services, affecting overall revenue potential.

- **Small deal sizes**

Deals consistently don't meet their full potential, impacting the business's ability to maximize revenue.

Impact

Smaller deals may not align with the total value of offerings, limiting revenue growth and profitability.

- **Uncontrolled discounting**

Lack of control over discounting practices can result in lower profit margins and hinder overall revenue growth.

Impact

Unmonitored discounts may lead to revenue leakage, reducing the effectiveness of pricing strategies.



Sales teams can unlock 30% more revenue through effective cross-selling and upselling strategies

30% MORE

CPQ solutions:

- **Pricing optimization**
Define multiple price types (one-time, recurring, cancellation, etc.) for any product. Employ dimensional or formula pricing based on quantity, customer rating, region, etc., to optimize each deal.
- **Guided selling**
Find valid solutions faster and build accurate quotes with guided configurations that add or suggest additional products based on the existing configuration.
- **Discount guardrails**
Ensure pricing continuity and margin-friendly deals with discount rules and advanced approval features triggered by custom criteria that support pricing policies.

VALUE ★★★★★

Conga CPQ provides guardrails, approval management, and tailored pricing to decrease rogue discounting by 32%.

As an example, let's say that every month, a sales team cumulatively over-discounts orders by \$20,000. A 32% reduction in rogue discounting would equate to **\$76,800 a year saved** from over-discounting. That's like adding an extra deal to the bottom line.





Customers want speed

up to **50% of sales wins** go to the vendor that responds first



50%

GOAL

Improve customer experience

Challenges:

- **Quote delays**

Representatives spend excessive time configuring and verifying orders, causing delays in delivering quotes to customers.

Impact

Sluggish sales cycles impede finance's ability to invoice promptly, leading to delays in recognizing revenue.

- **Inaccurate data**

Multiple revisions are required due to inaccuracies in the quote, impacting efficiency and customer satisfaction.

Impact

Product and legal concerns from inaccurate configurations affect product consistency, leading to legal issues and potential disputes.

- **Lack of eCommerce**

Prospects and customers want a self-service option to make purchases, but that often isn't available.

Impact

Prospects may go elsewhere to purchase, and customers use up sales or support time for something they could have facilitated themselves.



CPQ solutions:

- **Automated quote processes**
Simplified configurations reduce wait times for verifying configurations and updating pricing, particularly for large orders.
- **Unified customer view**
See what customers have purchased and what pricing agreements were made to ensure accurate data and a streamlined sales cycle.
- **Omnichannel offering**
Create a seamless buying experience across all channels by providing a rich and accurate system that streamlines configurations for self-service customers.

VALUE ★★★★★

Conga CPQ customers see a 30% increase in win rate.

Let's say a company's average deal size is \$50,000, and they typically close five deals a week. Focusing on customer delight through fast turnaround times, streamlined processes, and attractive pricing could result in a substantial **\$3.9 million increase** in closed-won deals.

GOAL

Optimize operations

Challenges:

- **Manual processes**

Manually configuring line items and calculating prices leads to delays and leaves room for error.

Impact

Slower workflow, increased likelihood of errors, and potential operational bottlenecks.

- **Slow quote creation**

Large quotes, upwards of 250 lines, take too much time to configure and process, wasting hours of the rep's time.

Impact

Sluggish sales cycles hinder revenue recognition and impact overall operational efficiency.

- **Manual approvals**

Time zones, out-of-offices, and competing priorities all delay quote approval when relying on a manual approval process.

Impact

Time zone delays contribute to prolonged quote creation and potential operational inefficiencies.



62% of a salesperson's time is spent on non-revenue generating activities

CPQ solutions:

- **Automatic pricing calculations**
Manage pricing and discounts in one place to ensure up-to-date and accurate pricing across all channels, removing the need for manual calculations.
- **Easy product configuration**
Real-time configuration validation ensures all components and services are valid, eliminating the back and forth to configure the correct solution for the customer.
- **Automated approvals process**
Quickly obtain required approvals with custom triggers based on the various criteria that the organization is trying to manage.

VALUE ★★★★★

Conga CPQ enabled Thompson Reuters to produce quotes 90% faster.

Let's say a business now generates a quote in 15 minutes instead of 2 hours with a CPQ tool. If 10 quotes are sent daily, 20 hours a day can be better spent across the company. Extrapolate that out over a year, equating to **2 full-time workloads** each year.





60%
of B2B customers

find buying products online more convenient than going through traditional channels **and 62% prefer reordering products online**

GOAL

Introduce new products

Challenges:

- **Inflexible quoting**

Current quoting processes lack flexibility, making adapting to changing market dynamics and demands challenging.

Impact

Hindered agility in responding to market changes, potentially leading to missed opportunities and reduced competitiveness.

- **Complexity in adding SKUs**

Incorporating SKUs is burdensome when you need to add multiple currencies, different pricing agreements, and more.

Impact

Slower product introductions hinder the ability to respond to market demands and launch new offerings swiftly.

- **Pricing structure issues**

Different price books require different rules, making pushing out a new product to other channels hard.

Impact

Complications in pricing structures may impede smooth product launches and operational efficiency.



CPQ solutions:

- **Enhance quoting flexibility**
Implement a quoting system that offers flexibility to adapt to dynamic market conditions, ensuring the business remains agile and responsive.
- **Simplify SKU management**
A product or service can be sold as an item or a subscription, reducing the need to create multiple SKUs for different product types.
- **Optimize pricing structures**
Product attributes can drive the pricing rules, which reduces the need to establish multiple rules.

VALUE ★★★★★

Implementing Conga CPQ results in a substantial 22% increase in overall deal size.

If a company's average deal size is typically \$50,000 and 5 deals close weekly, a 22% increase in overall deal size means a **\$2.8 million deal size increase** in a year.

How **Conga CPQ** transforms business

Whether boosting revenue or facilitating swift product launches, Conga CPQ can turn your goals into triumphs and transform your challenges into opportunities for growth. These include:

An effortless omnichannel experience

Today, 60% of B2B customers favor online product purchases over traditional channels, so embracing omnichannel strategies is paramount. Conga CPQ ensures a seamless experience by maintaining pricing and product consistency across channels, enabling customers to initiate and complete quotes or configurations effortlessly.

Precision and accuracy in every quote

CPQ ensures that your quotes are not just fast but accurate. Bid farewell to the days of multiple revision rounds and the frustration of dealing with inaccuracies. With Conga CPQ, each quote precisely reflects your product configurations and pricing structures. This accuracy builds customer trust and contributes to a seamless internal workflow, saving time and resources.

Efficient and streamlined operations

By automating the configuration, pricing, and quoting processes, CPQ minimizes the margin for error and significantly accelerates the speed at which deals are closed. Efficiency isn't just a buzzword; it can be the backbone of your operations, allowing your teams to focus on strategic initiatives rather than wrestling with manual tasks.

With Conga CPQ, Thompson Reuters
reduced order configuration time by



and consolidated 14 sources of information into one streamlined quoting process

Complete visibility

Gain unparalleled insights into the performance of your quoting processes. Understand what works, identify areas for improvement, and make data-driven decisions that propel your business forward.



Agile responses to market dynamics

Swiftly respond to changing market demands, adjust pricing strategies, and launch new products with unparalleled speed. CPQ empowers your business to stay ahead of the curve, ensuring your strategies are current and future-proofed against uncertainties.

Fostering an impactful brand experience

At the heart of CPQ's impact lies the elevation of customer satisfaction. Personalized catalogs, accurate quotes, and swift responses contribute to a customer experience that goes beyond expectations. Your customers get what they want promptly and feel valued through a tailored approach that CPQ facilitates.



CPQ transformation

Efficiency, accuracy, visibility, agility, and customer satisfaction are not just benefits; they are the outcomes of a strategic partnership with CPQ that propels your business into a league of its own.

Make your vision a reality with **Conga CPQ**

With a compelling business case and concrete metrics, you can share the potential benefits with stakeholders and leadership to get your project in motion. Conga CPQ projects can be phased, allowing you to address critical challenges incrementally. And the investment often pays for itself within three to six months, as demonstrated by Conga's customer Extreme Networks, which saw a 141% ROI.

Get started on your journey to success with Conga CPQ and witness transformative outcomes in your company's performance.

[Contact us](#)



About Conga

Conga, the Revenue Company, is the pioneer and market leader in Revenue Lifecycle Management. Its platform is chosen by the world's growth champions to accelerate the end-to-end revenue lifecycle and achieve a Revenue Advantage. Conga brings Configure, Price, Quote, Contract Lifecycle Management, and Document Automation capabilities together on a single open platform that works with any ERP, any CRM, and any Cloud. Conga is born for the top line—powered by a unified revenue data model, complete revenue intelligence, and purpose-built AI—to help companies grow, protect, and expand their revenue.

Conga delivers a Revenue Advantage to over 10,000 customers and 6.4 million users around the world. More than 7 million contracts and 46 million quotes are generated annually with Conga. Founded in 2006, the company is headquartered in Broomfield, CO and has offices across the United States, India, and Ireland. Visit conga.com for more information.



For more information

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