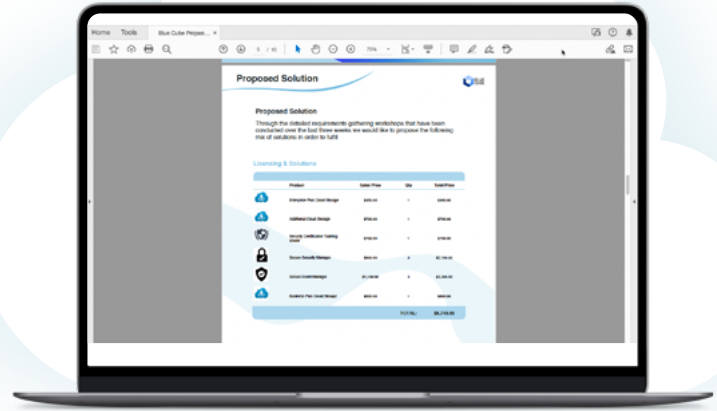




Conga Digital Commerce

Expand your market reach



Conga Digital Commerce is an extension to Conga Configure Price Quote (CPQ). Built for enterprises that are looking for new channels to market, Conga Digital Commerce empowers users to provide an omnichannel platform for customers and partners that utilizes a single data model and provides a single configuration and pricing engine across all channels to market. Conga Digital Commerce supports the configuration and pricing of complex products and services, considering contractual agreements as well as pricing and discount approvals, creating higher margin deals that support how your customers want to buy.

Challenges

- Increased costs due to managing multiple CPQ implementations across various channels to market
- Inconsistent pricing and configuration rules across channels causing confusion with customers and partners
- Manual processes required to complete orders through a self-service or partner channel
- Inability to support new revenue streams with current inflexible systems
- Cannot support mixed orders (one-time, subscription, usage, etc.) across all channels

Key benefits

- Single Unified Commerce:
 - Expand your market reach
 - Unified buying experience
 - Improve collaborative selling
- Holistic Customer Lifecycle:
 - Increase customer lifetime value
 - Reduce cost of ownership
 - Increase up-sell / cross-sell sales
- Headless – API First:
 - Improve the customer experience
 - Single set of configuration and pricing rules
 - Improve efficiencies across revenue lifecycle

“ We needed something that’s nimble, agile, and best in breed. After assessing all the vendors, we felt Conga CPQ was by far the best enterprise order capture solution—it would enable a seamless experience for our sales team while automating much of the quote process. ”

Craig Eiter | VP, Sales Enablement, Thomson Reuters

The market is changing from in-person sales configuring a product in front of the customer (offline) to self-service or hybrid selling with a seller or partner online with the customer.

Offering a better customer experience

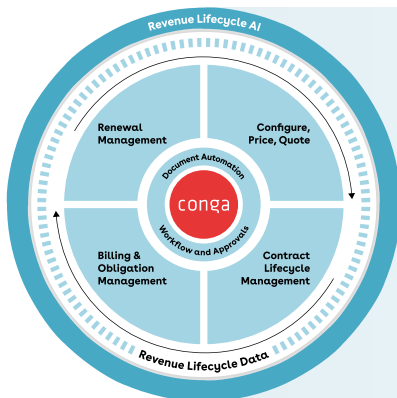
Sell anything, at any price, to anyone, through any channel

- Support for complex configured products
- Robust pricing capabilities
- Single platform across B2B digital commerce and subscription management
- Integrated CLM & Billing
- Headless CPQ for faster time to value
- API-first to support direct sales, partners, and customers
- Intelligent upsell and cross-sell recommendations
- Promotion and rebate management
- Branded and personalized buying experience
- Rich approvals support

Recognize faster time to value with Conga Digital Commerce SDK (software development kit):

APIs and UI component references used to build a digital commerce storefront or connect to another

Reference storefront templates | UI components | Base libraries | Models | Services



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.



For more information

Email info@conga.com or visit conga.com

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