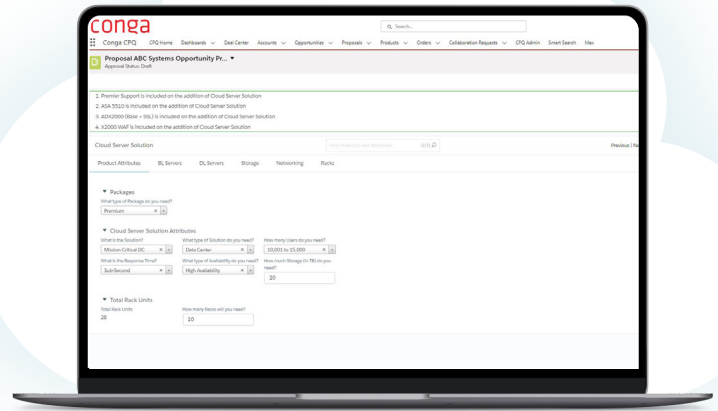


Conga configure, price, quote (CPQ)

Sell more effectively and increase win rates



Give your sales team the advantage to win more deals

More than 80% of B2B decision makers think sales reps are unprepared—and salespeople only spend about 22% of their time actually selling. What if you could empower your sales team to win more deals, with a faster sales cycle—no matter how complex your product catalog might be? Conga CPQ leverages guided configuration and real-time configuration verification to act as a virtual coaching staff. By eliminating manual processes and driving better selling efficiency, CPQ lets reps generate quotes faster and more accurately, ultimately leading to bigger deals at a higher win rate.

Challenges

- Sellers struggle to configure the correct solution when selling complex products and services
- Sales cycles are often delayed by quoting errors and manual approval processes
- Inconsistent pricing and rogue discounting reduce deal margins
- Disjointed systems cause poor customer and seller experiences
- Subscription renewals are missed or incorrect due to manual processes

Key benefits

- A single revenue lifecycle solution where your pipeline, orders, invoices, and contracts always match because they are all from the same data source
- Codified, rules-based configuration improves the accuracy of selling items and services
- Deliver up-to-date pricing and promotions across all channels
- Automate the approval process and reduce margin leakage
- Increase deal size with cross-sell and upsell insights, including full contract visibility

Results achieved with Conga configure, price, quote

25% increase in sales revenue

51% improvement in quote quality

30% increase in win rate

Features

- **Deal guidance:** Sellers can utilize deal guidance traffic lights and pricing waterfalls to determine the appropriate discounting and maximize the profitability of each deal.
- **Complex configuration:** Real-time validation of items being configured based on defined rules, including what is already in the cart or purchased in the past by customer. This ensures all components and services are valid and eliminates the back and forth with both the customer and engineering to configure the correct solution for the customer.
- **Pricing optimization:** Utilizing a sophisticated pricing engine, users can define multiple price types (one-time, recurring, cancellation, etc.) for any product. Also, dimensional or formula pricing can be defined based on quantity, customer rating, region, and more.
- **Approval management:** Conga Approvals enables you to control margin erosion or rogue product discounting by creating advanced approval features based on various criteria that the organization is trying to manage. Use approvals in scenarios where you want to trigger an approval before a quote or agreement is finalized.
- **Quote collaboration:** For complex quotes that require participation from multiple people or teams within the organization, Conga CPQ provides the tools to collaborate with the various teams, utilizing their favorite team collaboration app. Team members or groups can help configure and price the quote, allowing various contributors to work in parallel, expediting the quote, without compromising on quality.
- **Proposal generation:** Conga CPQ enables users to create stunning on-brand proposals using Microsoft Word, without the need of technical resources or programming. Proposals can be quickly generated by utilizing a template and pulling items in the cart, making any adjustments, and sending directly from the application. Proposal emails can be tracked to notify when proposal emails have been opened.
- **API-first approach:** With an API-first approach and a single data model, Conga CPQ supports the entire revenue lifecycle. With Conga CPQ and contract lifecycle management (CLM), the entire revenue lifecycle of order, billing, and revenue is supported, using the same data set.

Case Study:

Challenge

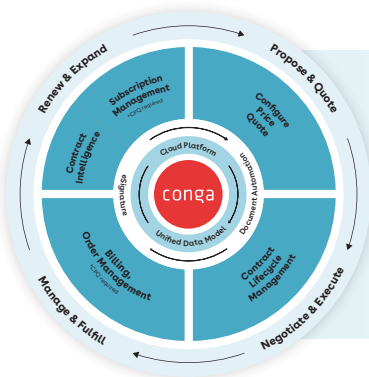
- Inability to create custom and bundled offers for multiple components and SKUs that required increased governance
- Not agile enough to manage complex equipment quoting process
- Needed the ability to quote and contract complex equipment and service bundles

Solution

Conga CPQ's single data model provided Finning with one source of truth for revenue operations data and process management. With a consistent and accurate view to easily create quotes for its complex catalog of parts and service for equipment and engines, Finning can now offer customers comprehensive product quotes quickly using Conga CPQ's advanced functionality and the ability to bundle services, equipment, and maintenance.

Results

- Access to all data related to revenue operations and process management in a single platform
- Improved quote turnaround time, resulting in increased deal velocity and heightened customer experience
- Increased upsell and cross-sell opportunities
- Streamlined process for approvals, accuracy, and increased data visibility
- Ability to bundle performance solutions for aftermarket products and services with new machine sale
- Standardized and easy-to-access reporting for forecasting and market information
- Automated product and pricing catalog directly from Caterpillar and increased ability to customize product to match their customers' specific requirements



Conga configure, price, quote (CPQ) are a critical component of the Conga Revenue Lifecycle Cloud, a set of unified products built on Conga Platform that enable you to crush your unique revenue lifecycle complexities and increase revenue certainty. Conga's open, flexible, and high-performance solution unifies, automates, and standardizes revenue processes across all teams to maximize customer lifetime value



For more information

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