

The top half of the image features a red semi-circular graphic on the left containing the 'conga' logo in white. To the right, a circular inset shows four office professionals (three men and one woman) gathered around a table, looking at a laptop. The background of the office scene includes shelves with binders and a glass of water on the table.

conga

**EBOOK**

# **7 ways configure, price, quote (CPQ) is helping different businesses succeed**

## INTRO

Some companies dominate the sales process and set themselves up for success with a revenue lifecycle that's easy to predict. The right technology not only provides revenue predictability and a smoother way to do business, but also a seamless experience for their customers. That's the magic of CPQ. It is a multi-faceted product that can be used in many different ways, across departments, and improves the business processes for organizations of all types, shapes, and sizes. Whatever your industry or enterprise, Conga CPQ can transform the way you do business.

The following are examples of how businesses across different industries and verticals are winning with Conga's CPQ tool.

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## Conga customer #1



**Industry:** Technology

**Location:** U.S.

**Size:** Large enterprise

### Business challenges

A top technology company required a complete revenue operations makeover following many acquisitions. Fragmented tools, manual processes, inefficiency, and inaccurate data were all having an impact on revenue, margins, and customer/employee satisfaction. Their challenges included:

- A simple parts quote took a week to prepare and approve.
- Complex deals and installation schedules stretching over five to ten years were quoted from detailed spreadsheets with inaccurate costs leading to margin loss.
- Quote data was manually re-entered into a forecasting system, driving production and warehousing decisions which did not accurately reflect changes to quote delivery schedules.

### Expectations

This innovative tech company invested in Conga to help achieve the following key commercial operation improvements:

- Integrated processes to bring together configure, price, quote (CPQ), contract lifecycle management (CLM), approvals, and forecasting
- Accurate pricing and costs for margin improvements.
- Efficiency and improved customer experience
- Consistent data for opportunity-to-order processes

### Outcomes

Following Conga CPQ implementation, they saw:

- Enhanced customer experiences. They were able to deliver simple quotes quickly to gain capacity and focus on complex bids
- Enabled customer self-service
- Improved quality and efficiency. Accurate quotes with guardrails allowed them to speed approvals
- Refined data extractions by leveraging CPQ data for forecasting, contracting, and order automation
- Increased revenue and profitability. Accurate costs drove better margin/profit decisions, promotions, and bundling increases

## Conga customer #2



**Industry:** Financial services

**Location:** U.S.

**Size:** Medium-sized enterprise

### Business challenges

A financial services enterprise, handling some of the most high-profile cases, had extremely complex layers of billing and manual processes that bogged down their bottom line. Challenges included:

- The proposal creation process was manual and hurt brand consistency.
- Necessary products could be omitted from the proposal, leading to client usage without corresponding proposal line items.
- The Approval Committee did not always have all the requisite data when approving requests.
- Billing timekeepers spent a significant amount of time assembling and slicing data related to client financials.
- Billing activities were heavily manual due to disparate data, leading to increased days sales outstanding (DSO) and protracted invoicing activities.

### Expectations

Their expected improvements following implementation included:

- Improved brand consistency
- Complete proposal creation
- Opening change orders for additional billable hours
- Increased effectiveness of the pricing committee
- Recoup revenue leakage

### Outcomes

Following the implementation of Conga's configure, price, quote (CPQ) solution, the business outcomes spoke for themselves:

- Accelerated time to revenue through faster contract negotiation cycles
- Reduced cost to serve through control of terms and conditions
- Reduced cost to serve through capture of contractual obligations
- Reduced revenue leakage through more accurate billing
- Sales rep efficiency gains

## Conga customer #3



**Industry:** Health and life sciences (HLS)

**Location:** U.S.

**Size:** Medium-sized enterprise

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### Business challenges

As an admired medical device company with a portfolio of products of which even larger players are envious, their complex deal pricing was in the hands of several pricing analysts who were overworked handling the requests of almost a thousand sales reps.

### Expectations

They were looking to increase their quoting speed and move the capabilities out to the sales teams instead of having them trapped with the contracting analysts. The market was pushing them to move to more complex capital and consumable contracting models. When Conga demonstrated the pre-deal modeling of the Capital and Consumable model, the company saw the value in such a solution.

### Outcomes

Adoption of Conga CPQ is consistently increasing with over 100 users on the system. Today the company is seeing much-needed reductions in cycle times even as they continue the rollout.

## Conga customer #4



**Industry:** Technology

**Location:** U.S.

**Size:** Large enterprise

### Business challenges

A multi-billion-dollar technology company was positioned well to fulfill the needs of an entire global workforce facing new needs within the workforce. With face-to-face interaction limited if not shut down, many organizations from small to large required this company's technology more than ever. They needed to find a way to increase revenue and expand their business in the market through acquisitions, improved customer adoption, and platform orientation.

### Expectations

Following monumental growth within the company, their main goals included:

- Accelerating consumption
- Fueling future growth
- Increasing retention
- Reducing churn

Market expansion and acquisition includes a digital-first strategy, partner re-sell, co-sell strategy, and country expansion. Conga was seen as more than capable of integrating into other systems, handling complex and large quotes, and handling asset-based ordering. The company preferred aspects of Conga over its competitors because of our ability to handle promotions, guidance, favorites, renewals, new CPQ admins, swaps, upgrades, downgrades, cart improvements, and approval flows.

Highlights from a functionality perspective included:

- The ability to handle partner quoting
- Self-service-commerce
- A pricing engine that worked at lightning speed

### Outcomes

Sales reps now work off one single system, processing quotes and contracts at scale, and delivering a first-class experience to their customers as well as employees. **Since their dedication to Conga, the company's revenues have doubled.**

## Conga customer #5



**Industry:** Technology

**Location:** Europe

**Size:** Large enterprise

### Business challenges

A large aviation company had several challenges they were facing within their current processes, including:

- System instability
- A lack of flexibility around multi-currency/country quoting
- No end-to-end integration with CRM, CPQ, CLM, and billing
- Multiple complex, in-house-developed spreadsheets

### Expectations

The company sought to address not only its functional bottlenecks but most importantly looked to Conga to position its scalability and trust, something they knew Conga had a track record to deliver.

### Outcomes

With Conga's support, the travel company's processes have much improved with rule-based catalog management and seamless integration for opportunities and contracts with their CRM system.

They now maintain a better and more secure tracking of changes and signatures compliant with mandated finance industry standards—and offer their users an easy-to-understand user interface across systems and solutions to do their jobs faster and more transparent than ever before.

## Conga customer #6



**Industry:** Health and life sciences, pharmaceuticals

**Location:** U.S.

**Size:** Large enterprise

### Business challenges

A pharmacy corporation was looking for a software solution that could take them from contract requests all the way through to the operational deployment of their programs. This included a complex contract request process, specialty product pricing, underwriting, and financial authorization.

They were experiencing high growth and expecting that to continue, so with already being such a massive organization, they needed to get control over these processes.

### Expectations

Pre-Conga, the health and life sciences corporation primarily managed everything via email with a cumbersome manual process, spreadsheets, and document versioning. They had thousands of people involved in this process and couldn't afford to continue taking all the risk of human error and efficiency delays. During the sales cycle, they experienced challenges with their pricing process and expressed the need for a price book solution. They were not looking for a full shopping cart solution, but instead standardization and controlled internal visibility into their price list.

That is when they realized that the only solution that could satisfy all their internal constituents was Conga. The company's Conga champion said they loved **Conga's ability to integrate with their current Microsoft Office tools.**

### Outcomes

Conga has been in place for many years now and despite some growing pains, their solutions continue to gain support within the organization as the de facto standard even through mergers and acquisitions. Contract processes are now smoother than ever, and they are seeing quicker sales cycles now that they have a reliable price book that is the basis for all their quotes.



## Conga customer #7

**Industry:**

Manufacturing

**Location:** Europe**Size:** Medium-sized enterprise

### Business challenges

A leader in hardware and software for retail and manufacturing was no longer able to distribute products following an acquisition. They found themselves stuck with a lot of manual adjustments resulting in many quoting and contracting errors as well as inaccurate invoicing.

They struggled with the following:

- Revenue loss
- Poor reputation
- Litigations and disputes
- Customer retention
- Employee dissatisfaction

### Expectations

They wanted to give the choice of the solution to their end users. Conga was evaluated on very specific use cases and compared to our competitors. Business end users gave us the best rating. **We were considered the vendor of choice.**

### Outcomes

Since the implementation of Conga CPQ, the company has seen positive results in:

- Better quote accuracy
- Improved billing accuracy
- Fewer instances of customer friction and litigations
- Increased recurring revenue

## Configure, price, and quote with ease

Join these enterprises in transforming revenue lifecycle processes and providing a seamless experience for your own customers.

**Get a Conga CPQ demo**

## 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](https://conga.com) for more information.



### For more information

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