

Conga CPQ:

Accurate, scalable quote generation that solves today's complexity

Enterprise deal-making often requires complex configurations during the quoting process and an array of unique pricing rules at a scale not even considered a few years ago. As organizations mature, that complexity only grows—and it's a significant hurdle to success for sales teams today.

Many companies have simply outgrown their existing quote configuration and generation systems and can't keep up with the number of moving parts during the sales process, nor can they integrate with downstream processes like contracting. The result is disjointed quote generation riddled with errors, inconsistencies, and outdated information that impacts efficiency and ultimately customer relationships.

Why is quote generation so difficult?

Sales teams are often stuck with legacy tools they didn't choose but have to use anyway. Meanwhile, operations leaders are apprehensive about taking on the responsibility of either building a new CPQ solution or buying, configuring, and deploying one. In the end, it seemingly always leads to:

- Profit losses due to inconsistent and inaccurate pricing and product data pulled from too many systems
- Quote generation software that can't handle hundreds or thousands of line items
- Difficult or limited configuration rules and pricing discounts
- Errors and process delays that create frustration and drive customers to other vendors
- Disconnected contracting tools that wall off sales from legal, and vice versa



Conga CPQ makes it easier

Conga CPQ helps you configure, price, and produce accurate quotes in a snap, even in the most complex scenarios. Conga CPQ is the only enterprise solution built around a single, common data model with the ability to easily incorporate thousands of line items, rules configurations, and discounts with stunning accuracy. With Conga, you funnel the right data, opportunities, and materials into your sales process and documents—eliminating errors and speeding up cycles.

Conga CPQ is adaptable to your needs. Conga makes it easy to:

- Move massive amounts of pricing information contained in a manual program like Excel into a powerful, automated, accessible database
- Rely on one data set—no matter the size—for improved accuracy and efficiency and greater automation capabilities
- Help sales stay within your organization's sales guidelines through built-in deal guidance
- Integrate with Conga's contracting solutions for a seamless, consistent flow of information from the quote process all the way through to the contract phase

Simpler, faster, and better sales operations with Conga CPQ

Conga CPQ key benefits

- **Produce accurate quotes**
Stop worrying about rogue pricing and inconsistent information. Generate full-spectrum quotes from a single source of data that pulls accurate, up-to-date product and pricing information every time.
- **Manage complexity**
Complex product and service catalogs don't have to be a sticking point. Manage unlimited product complexity with flexible pricing rules and nested product and option bundles you can easily configure to fit your needs.
- **Scale sales activity**
Increasing the number of products and rule types used to overwhelm your team. Easily scale sales activity to accommodate thousands of line items, products and services, rule types, and discounts—whether geographic or market-driven—with an outstanding level of accuracy.
- **Gain visibility and insight**
Understanding who purchased what and which discounts apply can be a challenge. Get visibility into all customer contracts throughout the cycle—from quote to contract to renewal—to gain the right insight and boost accuracy.
- **Close deals faster**
No more slow or confusing approval processes that take too long. Speed up sales cycles with built-in eSign capabilities and automated sales guidance that lets sales teams know exactly when they need discount approval.
- **Reduce revenue leakage**
Delays, slowdowns, and errors hurt revenue and frustrate customers. Increase your sales process efficiency, accuracy, and velocity to quickly create quotes with confidence and achieve higher win rates.

Real outcomes from Conga CPQ customers:



“With the foundational capabilities implemented with Conga CPQ, Extreme Networks is now able to make giant leaps forward in the handling of its service and subscription business, knowing the underlying system can support our future growth needs.

Bob Rosa | Sr. VP of Global Services for Extreme Networks

“Choosing Conga CPQ to help us streamline our quoting processes has helped sharpen our competitive position, drive continued sales excellence, and enhance the customer experience. Conga CPQ enables our sales team to provide complex quotes faster and more accurately, improving productivity.

David Bibby | Global Digital Services for Finning International

“Conga is key to managing our quote-to-cash process for our subscription-based business to deliver a better customer experience critical to maintaining and growing revenue.

Jim Steele | President & Chief Customer Officer for InsideSales.com

About Conga

Conga, the global leader in commercial operations transformation, helps businesses simplify and automate their approach to the essential quotes, contracts, and documents that drive commerce. We help our customers become more agile, so they can adapt quickly to change and create a fluid, connected customer experience. Companies choose Conga for the most comprehensive solution set in the market and expert guidance, enabling them to transform the processes and documents surrounding customer engagement, configure price quote (CPQ), contract lifecycle management (CLM), and the complete commercial operations lifecycle. With Conga, businesses evolve their commercial operations to streamline their revenue processes and derive the meaningful insights that lead to sustained growth.

Conga is headquartered in San Mateo, California with global operations across North America, Europe, and Asia.

Learn more at conga.com or follow Conga on Twitter: [@CongaHQ](https://twitter.com/CongaHQ)



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