



conga

EBOOK

CPQ + CLM= the perfect match

How to leverage this powerful duo

INTRO

What often comes first in the process of acquiring new business? Typically, a salesperson generates a new quote for the potential client with configure, price, quote (CPQ) software. If all goes well, we move on to contract negotiations using a contract lifecycle management (CLM) tool.

Having tools that can integrate with each other when moving from one process to another is crucial for customer satisfaction, deal success, and employee satisfaction.



Common issues that indicate the need for CPQ + CLM integration

The customer lifecycle is long and complex, so it's only natural that you hit a few bumps in the road. But when those bumps turn into serious problems that affect your growth, change is necessary. Below are some of the most common problems in the marketplace today for companies lacking an integrated system.

- **Slow contracting cycle times:** Contracting processes with a plethora of manual steps slow things down big time—with the average B2B sale taking 17 weeks ([Gartner](#)).
- **Lack of contract visibility:** Stuck in contract status blackout? Most teams don't know what's initially quoted and ultimately sold as part of the deal, which is why 73% of sales teams are monitoring outside sales activity ([Salesforce](#)).
- **Rogue contracting:** 70% of companies report issues with over-discounting because they lack the necessary oversight tools ([SAP](#)).

- **Poor experience:** 89% of B2B customers say experience is as important as the products and services ([Salesforce](#)).
- **Increased corporate risk:** Fewer than 10% of companies have consolidated their contract data, like their contract claims or disputes ([IACCM](#)).
- **Billing and collection:** 47% of suppliers are paid late for their products or services ([Deloitte](#)).

A solid integration between CPQ software and CLM software is important for maintaining consistency, ensuring compliance, and increasing sales productivity within your organization. It can also increase customer satisfaction—and who doesn't want that? When your CPQ and CLM are talking to each other properly, your team will see an increase in growth, ease, and control.

Benefits of CPQ

CPQ tools enable you to configure pricing, discounting, carts, and more to build out complex proposals, contracts, renewals, and other critical business documents.

A robust, compatible CPQ solution should provide:

- Increased sales productivity and win rates. Offer the right product from the start. Quickly search and select products and services, allowing for accurate and speedy configuration to get you through the sales cycle faster.
- Improved quote accuracy and speed. CPQ tools provide guardrails for both self-service and sales with codified, rules-based configuration that improves the accuracy of selling items regardless of product complexity.
- Maximum deal size while reducing margin leakage. Set up multiple price types, generate dimensional formula pricing, and leverage pre-negotiated and contracted pricing.
- Enhanced customer experience and satisfaction. Configure complex products and services, deliver accurate quotes, and create smarter deals with up-to-date information in a smooth, error-free process to build trust with your customers.
- Better data analysis and insights. Get 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—ensuring all components and services are valid.

Conga customer highlight:

**141%
ROI**

Extreme Networks
earns **141% ROI**
with Conga CPQ

Implementing Conga's quoting solution resulted in a 15% overall increase in employee productivity for Extreme Networks. Conga CPQ solution helped them reduce the time it took to generate a quote from three days to just 20 minutes. The solution also reduced the time it took to provide a quote estimate from four hours to merely 10 minutes.

[Customer story >](#)

Conga customer highlight:

After QuintilesIMS chose Conga, they quickly saw a decrease in duplicate data entry. They also saw a dramatic decrease in contract cycle time due to the use of pre-approved clauses and agreement templates, as well as a central repository for their sales, legal, and finance teams. Conga CLM helped QuintilesIMS streamline their entire contract management process while still meeting stakeholder requirements.

They also saw:

75% faster approval
time for deals

75%

100% faster contract
processing time

100%

[Customer story >](#)

Benefits of CLM

CLM software automates the processes for executing contracts used for buying or selling goods and services within an organization.

You can expect strong CLM solutions to provide:

- **Increased efficiency and productivity:**
Achieve reduced cycle times by automating complicated, manual processes that slow down the sales cycle and lead to loss of revenue.
- **Improved obligation management and compliance:**
Store all contracts in a single, secure, smart repository for clear visibility, easy access, version tracking, and advanced reporting. Manage contractual obligations through search and discovery and customizable alerts.
- **Increased speed in contract cycles:**
Gain key insights into renewals, expirations, cycle times, and workloads with configurable reports and dashboard visuals so you're never surprised by an expired contract again.
- **Enhanced collaboration and communication:**
Establish an easy and trackable contract negotiation process for both internal and external reviews.
- **Better risk management and mitigation:**
Set up a standardized clause and language library for consistent, professional-looking contracts, and make efficient updates when needed using the single source of truth.

Combining CPQ and CLM

With your CPQ and CLM tools fully integrated on a single data platform, you can manage your order, billing, and revenue all from one source of truth. A combined system can support the complete revenue lifecycle, where your pipeline, orders, invoices, and revenue always match because they are all from the same data source.

Benefits of combining CPQ and CLM:

- **Streamlined sales and contract processes:**
Manage the entire customer lifecycle from quote through renewals with increased speed and fewer errors. A combination of CPQ and CLM helps lower your risk of data inconsistency between quotes and contracts by storing your data in a single repository.
- **Better visibility and control over the sales pipeline:**
With a unified data model, you can create a one-stop-shop that goes beyond quotes and agreements to include pipeline, orders, invoices, billing, and revenue—with visibility into contract stages for every team.
- **Increased collaboration between sales and legal teams:** Faster time to quote plus shorter contract cycle times equals more wins for everyone involved in the process. Get an accurate billing forecast upfront during the quoting process to build your pipeline more efficiently.

- **Improved customer experience and satisfaction:**

Enable your teams to build the best customer relationships with efficiency—and without wrangling multiple systems or missing out on important communications between each side.

The benefits of integrating your CPQ and CLM systems can be measured in increased sales productivity throughout the entire sales process. An integrated system provides the sales team with a single-user experience, which means greater adoption rates. Sales and contract teams will benefit from spending less time duplicating processes or information searches, fewer manual errors, and less frustration overall.

By automating sales processes through an integrated CPQ and CLM system, you can set your sales team up for greater success than you would by using just one system or keeping the two separate.

Case study #1 – Embraer

Embraer streamlines the quote-to-renewal process with Conga

Embraer's manual processes for managing complex agreements across opportunity management, pricing, and quoting took days away from the team's selling time. They needed a single platform to manage their processes for quotes and contracts.

Their manual process led to additional challenges:

- Lost sales and revenue leakage due to long cycle times
- Manual processes for complex agreements took away from selling time
- Legacy solution was difficult to maintain
- Changes to system required IT or consultant assistance
- Lack of support for document generation and visibility



Enter Conga

Conga's revenue operations solutions seamlessly integrated with Embraer's CRM system, providing the company with an automated and streamlined process from quote to renewal. By choosing Conga's solutions, Embraer has increased its efficiency across the board:

- 50% reduction in time to approve pricing and quotes
- 90% reduction in time to renew technical publications
- 20% more time spent selling thanks to efficiency gains
- 80% reduction in time spent generating reports

Customer story >

Case study #2 – Red Hat

With Conga CPQ and Conga CLM, Red Hat delivered quotes and contracts faster

As Red Hat scaled its global business, the company began exploring ways to further improve its sales experience, including price quoting and contract management for both its direct and indirect business.

Conga provides solutions for numerous enterprise issues that span various areas of the business. As such, multiple business units, including IT, finance, legal, operations, and services teams are excited that Conga is addressing their requirements.

[Customer story >](#)

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This is about our customers, partners, and associates. Getting customers accurate quotes and contracts faster, and empowering our partners to do the same, is something we can easily champion.

Mike Kelly | CIO | Red Hat



Case study #3 – Rogers Communications

Rogers Communications unified key operations in a single system, simplifying complex quoting with Conga CPQ and Conga CLM

Rogers Communications, a Canadian telecom giant, replaced its disparate legacy systems with Conga solutions to increase sales, streamline operational efficiency, and ensure customers stay connected.

With Conga CPQ and Conga CLM, Rogers Communications was able to unify opportunity management, quote management, and contract management into a single system.

Customer story >

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Because Rogers is in the telecommunications sector, we really needed a product that was very highly configurable and could handle the complexity of our pricing. We were very satisfied with Conga and how it could handle that level of complexity.

Cameron McCormick | Sr. Manager, Enterprise Process Automation, Customer Experience | Rogers Communications



Conclusion

The combination of CPQ and CLM products impacts all key areas of business, from sales to administrative. Choosing products that can integrate seamlessly with each other from the beginning of your process can save you time and money in the long run.

Summary of integration benefits:

- Speed up contracting cycle times
- Improve contract visibility for each team
- Crack down on rogue contracting
- Supercharge the customer experience
- Decrease risk for the whole company
- Revitalize your billing and collection processes

Managing multiple sets of data can increase risk and increase costs. A single data platform reduces the friction often caused by integrating databases between existing and new products. This can result in a lower total cost of ownership.

Conga offers contract management and quote generation software that integrates seamlessly with many of the leading revenue management systems available today.

Curious to see how Conga can integrate with your systems? Or maybe you're in the market for both tools. Either way, sign up for a demo today to check it out.

[Sign up for a 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 for more information.



For more information

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