Higher Margin Selling

Oracle CPQ Cloud Versus Apttus

Oracle CPQ Cloud: Accelerate Your Business Performance

Oracle's CPQ Cloud, formerly BigMachines, enables businesses to control transactions across sales channels and optimize pricing across the product range. Oracle CPQ Cloud helps you reduce sales cycles and increase quote throughput. With 100% data accuracy, Oracle CPQ Cloud serves as a system of record for precise forecasting. The flexibility of Oracle CPQ Cloud to integrate with other applications helps you streamline business processes in a way that other solutions, like Apttus, simply can't replicate. All this gives you higher margins.

With Oracle CPQ Cloud, customers report achieving:

40% Reduction in time and cost to generate proposals

200% Increase in adoption

15-18% increase in product penetration

50% Reduction in sales cycle time

80% of Price and promotions automated

10,000 Configuration rules reduced to fewer than 1,000

100% Order accuracy

How Does Oracle CPQ Cloud Outperform Apttus?

The configure, price and quote (CPQ) is now considered to be a mission-critical component of your business. It enables your teams to generate revenue; so it's important to select a CPQ solution that is market-tested, can scale as your organization grows, seamlessly works with your front and back-office, and has supplier support to match. Since its inception 16 years ago as BigMachines, Oracle CPQ Cloud has focused on delivering a robust CPQ solution in the cloud to meet the unique business requirements of your organization. So, what are these requirements?

- CPQ has ceased to be a line of business solution to an enterprise solution — Oracle CPQ Cloud has the "***broadest capability for cross-functional requirements***"[1]
- CPQ needs to cater to the increasing demands of your customers and how they want to buy — Oracle is the "***only company that has a true Omni-Channel solution***"[1]
- CPQ is needed by every business across every vertical — Oracle CPQ Cloud "***has the ability to deliver in core and extended verticals, and has the customers to prove it***"[1]

[1] The Forrester Wave™: Configure-Price-Quote Solutions, Q1 2017

Today, thousands of users drive higher margins using Oracle CPQ Cloud. Unlike Apttus, Oracle CPQ Cloud is built on its own robust platform, giving you full control of your deployment, as well as greater scalability and flexibility, while being tightly aligned to the Sales Force Automation(SFA) solution from Salesforce. In contrast, Apttus uses the Salesforce infrastructure and must abide by Salesforce's governor limits. Apttus is also assessing Microsoft Azure as a solution, but this is still a work in progress.

Oracle CPQ Cloud Key Advantages

Rapid Sales Experience
- Analyze, optimize, and manipulate pricing models with ease
- Empower sales to collaboratively and rapidly configure, price and present solutions
- Seamlessly tie front and back office together

Accelerated Business Change
- Increase productivity and performance with flexibility and single user experience
- Business managed configuration to drive speed of change
- Accelerate response to market conditions to drive better results and remain competitive

Simplified Administration
- Business rule complexity handled with point and click ease
- Configure layers of workflow are designed for CPQ usage
- Subscription Management supports renewal process

Built for Performance
- Application is built to scale with you in control— today
- Delivers an intuitive and responsive experience for your high performing teams
- Built for growth as your business scales for tomorrow

Domain Expertise
- 85% of Oracle customers use Salesforce
- Unmatched 1,000+ live user deployments
- Over 16 years' development to productize, not customize

Oracle CPQ Cloud Versus Apttus: Head-to-Head Comparison

CAPABILITY	ORACLE CPQ CLOUD	APTTUS
Flexibility	A flexible, cloud-based, securely-hosted platform. As Oracle controls all aspects of the solution, the application scales to meet customer requirements for the enterprise.	Configuration and pricing rules are built on Force.com and therefore subject to the limitations and governors imposed by that platform. Apttus uses Excel (via X-Author) to execute rules off the Force.com platform.
Administration	Point-and-click and drag-and-drop interfaces enable business users to administer products, price points and discounts with ease.	Customers frequently administer using APEX, VisualForce and Excel.
Customer Support	Manager callback within 30 minutes of request for all service requests and 24/7/365 support available for critical cases.	Standard online support with individual customer logins.
Proven CPQ Track Record	Proven solution, with over 16 years' global experience across multiple verticals.	No comparable experience in complex environments or with global deployments. Deals feature small user counts and require Salesforce.
Gartner Rating	The only cloud-based solution to achieve highest "Positive" rating in Gartner's MarketScope study.	None. Apttus did not meet the criteria to be included in the study.
Forrester Rating	Oracle scored equal to, or higher than Apttus in all aspects of Forrester's long-term strategy criteria in the Forrester Wave CPQ study.	Forrester CPQ Wave study states, Apttus "runs the risk of biting off more than it can chew and not being able to deliver the appropriate depth in each of these areas that enterprises require" and "Apttus decided to extend its platform to run on Microsoft Azure in 2016. This transition is still a work in progress."
Performance	Full control over development platform and data center operations ensures optimized enterprise-grade performance.	Restricted by Salesforce's governor limits.
Scalability	Enterprise-grade scalability, including customers with user counts in the thousands.	No enterprise-grade performance capabilities.
Security	Enterprise-grade security: SOC 2 Type I, SOC 1 Type II/SSAE16 and ISO 27001 certified. Rigorous Oracle Cloud security audits performed on infrastructure and every software release.	Reliant on Force.com platform to meet security criteria. SOC 1 Type II audited.

Oracle CPQ Cloud: Sell More. Sell Faster. Sell Anywhere.

With guided selling, dynamic pricing, asset based ordering, redlining, and an easy-to-use approval process workflow, Oracle CPQ Cloud, formerly BigMachines, helps keep sales teams productive, customers satisfied, and revenue growing. Additionally, productised integration to CRM and ERP solutions helps your organization connect seamlessly.

To take a quick tour, or to learn more, **visit oracle.com/cpq.**