What is CPQ?

Configure, Price and Quote.

Find the best product for the customer, price it, and provide an accurate, professional-looking quote. Sounds simple, right? It should be, but many companies require their sales representatives navigate complex technical and process challenges in order to serve the customer.

Your product, pricing, and quoting solution must be easy to use even if your sales process involves complex product configuration, regional differences, customer-specific pricing, and existing contractual agreements. After all, serving the customer should always come first.

Oracle Configure, Price, and Quote (CPQ) offers sales personnel the opportunity to quickly configure and price complex products or services, select the best options to meet their clients’ needs, review promotions, negotiate the best deal, create robust contacts, and take advantage of up-sell or renewals opportunities all with seamlessly automated workflows.
Configure, Price and Quote is more than just a sales tool; it’s a path for business transformation. It gets sales teams out into the field, in front of customers, and closes deals faster. CPQ can also be used to support robust partner or distributor ecosystems and as a self-service tool for end-users to radically speed sales cycles. Design all of your sales processes to sell smarter with CPQ by automating the opportunity-to-quote-to-order process and ensure that promises become realities.

<table>
<thead>
<tr>
<th>CONFIGURE</th>
<th>Create valid product configurations with user-friendly, dynamic interfaces – whether your customer needs simple bundles or more complex “engineered-to-order” scenarios.</th>
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<tbody>
<tr>
<td>PRICE</td>
<td>Perform automated pricing calculations, apply discounts, streamline approval processes and validate quote information – all within minutes!</td>
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<tr>
<td>QUOTE</td>
<td>Empower your sales team members to create professional proposal documents, including current product and pricing information, with just one click!</td>
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Integrate CPQ Cloud to your CRM, ERP or other web services to streamline, automate and govern the entire end-to-end sales process.
Configuration ensures that quotes created include the appropriate product mix for both business requirements and customer needs. Sales staff no longer has to manually address product complexities such as knowing if the various parts are compatible. Because the system guides them through the sales process based on established rules, sales teams can focus on customer needs.

For sales teams who struggle with keeping up with numerous product changes, automating the process makes it easier. Also, with CPQ Cloud configurations, sales teams can effectively create accurate and functional configurations in mere seconds.
Guided Selling

• Help your sales reps come up to speed quickly and enable them to sell to their highest potential. With CPQ, reduce training requirements by providing practical steps that help reps identify customer needs rapidly and recommend relevant product offers.

• Sell confidently and quickly; every configured offer is accurate and validated.

Intuitive Configuration

• Sales teams start with a common product model for either one-click quoting or use as a basis for customization, both of which are based on preconfigured or customized models.

• Reduce the number of deals that require product engineering collaboration…and the sales bottlenecks that frequently accompany them.

• Build your brand: Re-usable rules and easy-to-understand screens encourage channel sales and improve customer self-service.

Any device

• Enables collaborative side-by-side selling in the field instantly and directly. Interact with the customer where s/he is and on his/her level.

• Let your customer help configure the solution in real time; thus reducing back-and-forth iterations.

Subscription Ordering

• Easily configure and manage subscription annuities, software license contracts, support agreements and renewals including end-dates, and prorated pricing.
Every quote has its own set of pricing variables; thus sales reps need all of that information in real-time to engage with the customer fully. Oracle CPQ Cloud automates pricing decisions freeing your sales reps to spend more time with each customer, building a deeper relationship and understanding of their needs.

Oracle CPQ includes machine learning powered deal management functionality which helps sales staff drive performance and profitability by providing intelligently designed pricing and discount information early in the quoting process. This guidance offers users visualized deal metrics including optimal price determination using price scores, average selling price (ASP), price comparison scatterplots, last price paid, and other relevant deal comparison analytics.

CPQ enables users to easily determine optimal pricing and discounts that suit both company objectives and customer requests and maximize either margins or net revenue for each line item or the entire transaction.
Relevant and timely pricing

- Support multiple price books, discretionary discounting, localization, seasonality, promotions, channel pricing, multi-tier pricing, and much more.
- Provide consistent pricing and discounting data based on current promotions and regulations in real time so that every sales rep in the field is operating with the latest information at all times.

Deal management intelligence

- For managers, deal analysis provides in-depth visibility of deal metrics such as cost, discounts, margins, and profitability to ensure you focus on the right deals and align to corporate objectives.
- For sales staff, CPQ removes the guesswork from pricing by providing price scoring, last price paid, KPI deal comparison, historical trends, and predictive win optimization data to help guide pricing that maximizes margin and win rate.

Dynamic workflows

- Notifies the correct approvers and encourages their rapid response via smart-phone approvals, providing sales reps more time to work with the customer.
- Automated sales cycle control automates the validation gates deals must pass through and controls individual visibility and access for the relevant participants at each point in the sales process.
Now that the product has been configured and the pricing set, CPQ then moves to the task of creating a full proposal document.

Oracle CPQ Cloud Document Designer dynamically fills current data into proposal documents with just one-click. Administrative user controls provide highly flexible control over the design, format and depth of information to be provided. Users can create multi-language proposals with consistent pricing, terms and conditions, formatting, branding, and additional documentation such as fact sheets, system specifications, CAD drawings or 3D visualizations.

Other capabilities such as e-signature even further enhance the proposal process and elevate the customer experience. The result is a highly professional quote with one click.

Unique Document Designer features and capabilities allow you to differentiate your organization’s quote from the competitors.
Document Designer

• Automates the task of proposal creation with accurate quote specifics in a single click. Can also be used to produce other documents needed throughout the sales process including custom-branded quotes, statements of work, engineering documents, data sheets, and contracts.

• Assures that the information submitted to the customer is professional, precise and accurately represents your company’s brand and value proposition.

Contract Management

• Automates the generation of dynamic contracts, including:
  – Routing for approvals and signatures.
  – Enabling users to compare and merge contracts.
  – Highlighting differences among contract versions.
  – Accepting or rejecting specific changes made by the customer or legal department.
  – Storing contracts with accounts or opportunities.
  – Analyzing contract trends.

Flexible Support

• Provides the sales rep the ability to appropriately personalize designated areas of the document within the tool to maintain professionalism and full audit control.

• Built-in multi-language compatibility and flexible document output includes PDF, Microsoft Word or Rich-Text formats.

Electronic Signatures

• Closes deals faster by sending and receiving official electronic signatures via integration with market-leading e-signature vendors, including DocuSign and others.
Oracle CPQ Cloud is a robust solution on its own, but when seamlessly integrated into the entire end-to-end sales-to-order process, CPQ Cloud bridges the gaps between your CRM and ERP systems. Optimize the sales process and cut down cycle times while increasing overall margins. When it is time for the order to be handled to the back office, essential information flows seamlessly to your ERP application in the manner that best suits your organization and business needs.

An outstanding CPQ solution can become the engine that drives further business transformation while supporting previous solution investments. Oracle offers a broad software experience across all fundamental business processes providing their users with a unique perspective on how to drive value for their customers.
CRM

Sales reps can seamlessly navigate from within a current CRM solution into the CPQ Cloud to configure and price products and back into that CRM without pause or delay.

Supported CRM integrations include Oracle Engagement Cloud, Oracle OnDemand, Salesforce.com and MS Dynamics.

ERP

Sales reps can ensure that each quote progressing to back-end systems is 100% accurate then convert those quotes to orders with just one-click.

Oracle CPQ integrates with over 20 ERP systems, including Oracle E-Business Suite, Oracle JD Edwards, SAP, Infor LN, Microsoft and many others.

Additional Web Services

Connect CPQ to any web service application to add value to your sales process including e-signatures, mapping, inventory availability, manufacturing materials, pricing fluctuations, currency exchanges, provisioning status, shipping calculations and more.
Why Oracle CPQ?

Oracle Configure, Price and Quote (CPQ) provides a flexible, scalable, enterprise-ready configuration, pricing, and quoting solution ideal for companies that sell all varieties of products and services across direct, indirect, and e-commerce sales channels. With it, enterprises can optimize complex selling processes for faster sales cycles, improved margins, improved pricing discipline—and ultimately, improved customer satisfaction throughout the sales journey.

As the proven CPQ leader, Oracle invests more in research and development (R&D) for its Oracle CPQ products than all other vendors combined, and is backed by the industry’s most extensive expertise, training, and support services.

| PROVEN                                      | • 18+ years experience with hundreds of high volume successful deployments.  
|                                            | • A loyal customer base – with 95% of customers renewing each year. |
| INDUSTRY-NEUTRAL                            | Extensive functionality enables CPQ to serve a wide variety of industry verticals from complex high-tech products to consumer packaged services. |
| GLOBAL                                      | Most widely adopted solution in the world, with more users than all other competitors combined. |
Get Started on your CPQ Journey

Help your sales teams, channels and ecommerce sites sell more, sell faster, and sell anywhere on any device.

Oracle CPQ Cloud delivers mission-critical, cloud-powered software to accelerate sales performance times with standard and mobile deployments. With a proven track record of quickly delivering long-term value to a wide variety of companies, Oracle CPQ Cloud boasts a 95% customer retention rate and unmatched customer satisfaction. Find out more today!

For more information

Oracle CPQ Cloud | Oracle Cloud Documentation