

Bridge the Systems Gap and Drive Sales Success

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CONFIGURE, PRICE,
AND QUOTE
CLOUD

Modern CPQ Helps You Sell Faster, Eliminate Errors



In modern sales, being able to give customers answers, close deals, and create orders quickly and accurately is essential. Your CRM and ERP systems both play a crucial role in this process. But how are you moving that vital customer and order data from system to system?

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The Challenges of Modern Sales

When there's a gap between front- and back-office systems, line-item data has to be rekeyed every time a quote gets turned into an order. Sound familiar?

Not only must organizations allocate valuable resources to this task; it's only too easy for errors to creep in. One slip-up during data transfer can hurt turnaround times, yield inaccurate orders, and result in the wrong products being delivered, damaging customer satisfaction and increasing costs.

The Answer: Modern CPQ

A modern CPQ solution bridges the CRM-ERP gap, automatically sending order information from the front-end CRM to the back-end ERP systems, as soon as it's been confirmed by the customer.

Resources are saved, errors eliminated, and customers receive exactly what they want.

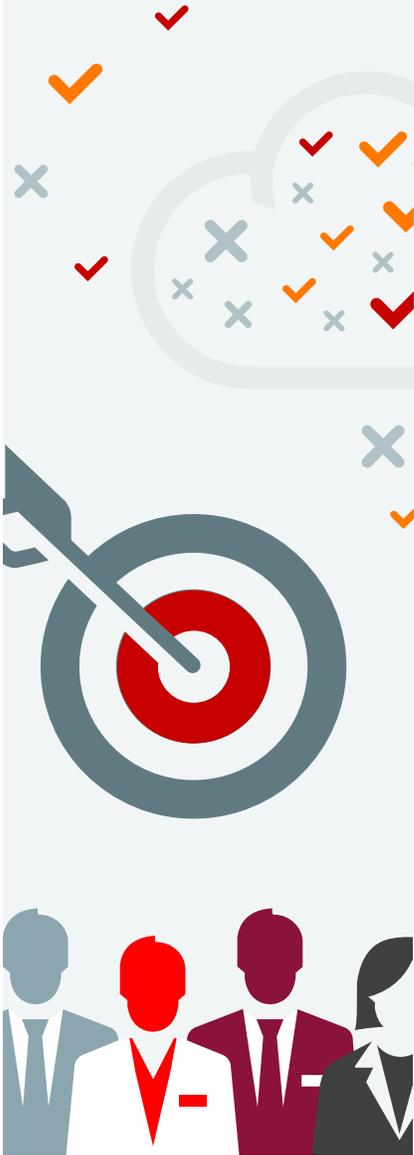
But the benefits of CPQ don't end there: modern CPQ solutions are built to save time and ensure accuracy beyond just the data transfer from CRM to ERP, delivering value throughout the sales process.

Product Selection and Quoting

Modern CPQ can help increase order value and quote accuracy, highlighting upsell and cross-sell opportunities and automatically factoring in customer discounts.

Modern CPQ saves time at every stage of the sales process. Today's best CPQ solutions include a host of capabilities that minimize effort and accelerate sales:

- + Advanced configuration logic to support complex products
- + A flexible interface to meet the demands of different pricing strategies
- + Automated approval workflows
- + One-click proposal-document generation



Post-Order Services

Modern CPQ can even provide the one dashboard a sales rep needs to deliver quick, top-notch customer service after the sale—providing a clear window into shipping and fulfillment.

A Modern CPQ Success Story: Symantec

With more than 300 products and over a million pricing points, Symantec was experiencing difficulties synchronizing its products from ERP systems.

By automating the process of uploading products from ERP systems into Oracle CPQ Cloud, the software giant was able to achieve a 25 percent reduction in time-to-quote and a 65 percent reduction in iterative quote generation time.

Symantec has since rolled the system out globally, resulting in over 9,000 quotes per month.

The Real-World Benefits

Organizations adopting modern CPQ solutions are seeing a wealth of benefits, including:

- + **27 percent** shorter sales cycles¹
- + **2x increase** in customer facing sales-time (after mobile implementation)²
- + **US\$50 million increase** in pre-tax earnings (after implementing price discipline across sales teams)³

Ready to align your front and back office?
Find out more about the benefits of a modern CPQ solution.



1. Aberdeen Research, Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale, July 2013

2. Oracle CPQ Cloud customer result

3. Bain, Is Complexity Killing Your Sales Model?, January 2013