

# Higher Margin Selling

## Oracle CPQ Cloud Versus Salesforce Quote-to-Cash

### 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 Salesforce Quote-to-Cash (formerly SteelBrick CPQ), simply can't replicate. All of 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

**10,000**

Configuration rules  
reduced to fewer  
than 1,000

**15-18%**  
increase in  
product  
penetration**50%**

Reduction in  
sales cycle time

**80%**

of Price and promotions  
automated

**100%**

Order accuracy



# How Does Oracle CPQ Cloud Outperform Salesforce Quote-to-Cash?

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”<sup>1</sup>
- 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”<sup>1</sup>
- 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”<sup>1</sup>

<sup>1</sup> The Forrester Wave™: Configure-Price-Quote Solutions, Q1 2017

Today, thousands of users drive higher margins using Oracle CPQ Cloud. Unlike Salesforce Quote-to-Cash, 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, Salesforce Quote-to-Cash uses the Salesforce infrastructure and must abide by Salesforce's governor limits.

## Oracle CPQ Cloud Key Advantages



### 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



### 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



### 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



### Domain Expertise

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

# Oracle CPQ Cloud Versus Salesforce Quote-to-Cash: Head-to-Head Comparison

CAPABILITY	ORACLE CPQ CLOUD	SALESFORCE QUOTE-TO-CASH
<b>Flexibility</b>	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 the Force.com platform, subject to the limitations and governors imposed by that platform. As a result, Salesforce Quote-to-Cash can't handle complex CPQ like Oracle.
<b>Administration</b>	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 and VisualForce.
<b>Customer Support</b>	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.
<b>Proven CPQ Track Record</b>	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.
<b>Company Resources</b>	Global offices with ability to support all major currencies and languages. Over 300 CPQ Cloud-specific employees, numerous industry awards, all backed by the experience and support of Oracle—one of the world's largest software companies. Oracle invests more in development of CPQ Cloud software every year than Salesforce Quote-to-Cash has annual revenue.	Relatively small employee and customer base, less industry recognition.
<b>Gartner Rating</b>	The only cloud-based solution to achieve highest "Positive" rating in Gartner's MarketScope study.	Salesforce Quote-to-Cash (formerly SteelBrick) did not meet the criteria to be included in the study.
<b>Forrester Rating</b>	Forrester CPQ Wave study states, "Customer references we spoke to praise Oracle for its consistency and reliability," and "the vendor is a strong choice for companies with a mature multichannel selling strategy."	Forrester CPQ Wave study states, "Salesforce aims for a CPQ solution, but core functionality is light" and "Salesforce CPQ has some catching up to do."
<b>Performance</b>	Full control over development platform and data center operations ensures optimized enterprise-grade performance.	Restricted by Salesforce's governor limits.
<b>Scalability</b>	Enterprise-grade scalability, including customer references with user counts in the thousands.	No comparable experience in enterprise-grade implementations.
<b>Security</b>	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.



## 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](https://oracle.com/cpq).