

ORACLE®

**CONFIGURE, PRICE,
AND QUOTE
CLOUD**

Higher Margin Selling

Oracle CPQ Cloud Versus SteelBrick

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 customers' have experienced reduced sales cycles, increased quote throughput, improved margins and 100% data accuracy with Oracle CPQ Cloud serving as a system of record for precise forecasting. The flexibility of Oracle CPQ Cloud to integrate with other applications helps you streamline processes in a way that other solutions simply can't replicate. 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



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How Does Oracle CPQ Cloud Outperform SteelBrick CPQ?

The configure, price and quote (CPQ) process can be a mission-critical component of the front office. It enables your sales team to do what it does best—generate revenue—so it's important to select a CPQ solution that is market-tested and has the expert delivery and 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. Today, thousands of users drive their sales revenue on Oracle's platform.

Unlike SteelBrick CPQ, Oracle CPQ Cloud is built on its own robust platform, giving you full control of your deployment, as well as greater scalability and UI flexibility. By contrast, SteelBrick CPQ must abide by Salesforce's governance limitations.

Besides being able to fully support both global enterprise and mid-market CPQ processes, Oracle CPQ Cloud offers a host of other advantages.

Why Oracle CPQ Cloud?



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

- Help increase productivity and performance with flexibility and single user experience
- Business managed configuration to help drive speed of change
- Help accelerate response to market conditions to drive better results and remain competitive



Domain Expertise

- 85% of Oracle customers use Salesforce
- 1,000+ live user deployments
- Over 16 years development to productize, not customize
- Full support for global enterprise and mid-market CPQ

Oracle CPQ Cloud Versus SteelBrick CPQ: Head-to-Head

CAPABILITY	ORACLE CPQ CLOUD	STEELBRICK CPQ
Flexibility	A flexible, cloud-based platform. As Oracle controls all aspects of the solution, the application can scale 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.
Administration	Point-and-click and drag-and-drop interfaces enable business users to administer products, price points and discounts with ease.	Some customers report using APEX and VisualForce for certain functions.
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.
Company Resources	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.	Relatively small employee and customer base, less industry recognition.
Gartner Rating	The only cloud-based solution to achieve highest "Positive" rating in Gartner's MarketScope study.	SteelBrick did not meet the criteria to be included in the study.
Performance	Full control over development platform and data center operations can provide optimized enterprise-grade performance.	Restricted by Salesforce's governor limits.
Scalability	Enterprise-grade scalability, including customer references with user counts in the thousands.	Marketing focus on smaller and mid-size implementations.
Security	SOC 2 Type I, SOC 1 Type II/SSAE16 reports and ISO 27001 certified. Oracle Cloud security audits performed on infrastructure components and software releases.	Reliant on Force.com platform to meet security criteria.



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

With guided selling, dynamic pricing, and an easy-to-use approval process workflow, Oracle CPQ Cloud, formerly BigMachines, helps keep sales teams productive, customers satisfied, and revenue growing.

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