

Oracle CPQ Breakthrough Opportunity Analysis

Why do you need a CPQ BOA? A Breakthrough Opportunity Analysis (BOA) is a comprehensive two-day workshop used to identify opportunities for improvement in your company's selling process. If your organization struggles with customer experience, a BOA provides a critical perspective in a structured way.

OVERVIEW

To begin, an organization is asked to submit their responses to a comprehensive set of questions including business background, business strategy, current state, IT systems, product landscape, revenue projection areas and internal resource allocations. This background gives Oracle consultants an accurate, ground-level view of the state of the organization.

During the BOA session, Oracle consultants use a guided analysis process that incorporates Lean thinking and Six Sigma principles and refined over hundreds of workshops to help your team to:

- Map current processes and identify issues and disturbances
- Define a future-state process that leverages best practices and web technology
- Map current systems and tools and define a systems integration plan
- Prioritize requirements to define a phased implementation plan
- Quantify benefits and determine costs for implementing a solution
- Provide management a full view of opportunities and ROI

DELIVERABLES

Following the in-person session, Oracle offers a summary of findings and conclusions, as well as an initial project plan, an initial solution design and suggested resource allocations. If your company implements the Oracle Configure, Price, and Quote (CPQ) solution, the results provide a quantification of benefits and costs of implementing a solution with a full view of the ROI and opportunities for

“Oracle Configure, Price, and Quote Cloud helped transform our sales processes—allowing us to sell more effectively and efficiently while delivering a superior customer experience. There is nothing on the market today that compares to Oracle CPQ Cloud’s functionality.”

Director of IT, Global Customer-Facing, Supply Chain and Quality Applications
Flowserve Corporation

“An order of 100 lines would take an hour to enter and book; now we can do it in less than 10 minutes.”

Quotation CPQ Program Director
Schneider Electric

“We were able to overcome many of the upfront obstacles that could have become stumbling blocks in the project. Getting everyone on the same page early set the stage for us...”

Chief Operating Officer
SirsiDunix

improvement. Also included is an initial project plan, initial solution design and suggested resource allocations.

METHODOLOGY

Through hundreds of Oracle CPQ Breakthrough Opportunity Analysis workshops, Oracle has identified relevant best practices from companies facing challenges similar to yours and has incorporated Lean Thinking and Six Sigma principles into its opportunity analysis process and implementation. In developing this methodology, Oracle also leveraged the experience of its professional team, whose members were heavily involved in process improvement and technology initiatives at leading companies such as McKinsey & Company, Accenture, Case Corporation, Dell, Hewlett-Packard, and General Electric.

SCHEDULE

A typical Oracle CPQ Breakthrough Opportunity Analysis schedule is shown in the table. This agenda can be tailored to your business' specific needs and priorities.

Date	Time	Activity	Suggested Meeting Participants
Day 1	12–1 p.m.	Kickoff meeting	President, sponsor executives, Oracle CPQ Breakthrough Opportunity Analysis team
	1–3 p.m.	Current state inquiry-to-order process mapping	Cross-functional Oracle CPQ Breakthrough Opportunity Analysis team, including sales, marketing, engineering, customer service, finance/legal, operations
	3–4 p.m.	Current IT systems and tools mapping	Sponsor, IT managers
	4–5 p.m.	Product landscape review and solution requirements	Sponsor, product experts
	6 p.m.	Dinner (by Oracle invite)	Oracle CPQ Breakthrough Opportunity Analysis team + invitees
Day 2	8–9:30 a.m.	Oracle demonstration	President, sponsor executives, Oracle CPQ Breakthrough Opportunity Analysis team
	9:30–11 a.m.	Future-state front-end process definition	Sponsor executives, cross-functional team
	11–1 p.m.	Business case discussion	Sponsor executives, cross-functional team
	1–1:30 p.m.	Wrap-up discussion	President/GM, sponsor executives
Next Steps	2 hours	Oracle CPQ Breakthrough Opportunity Analysis draft review	Cross-functional Oracle CPQ Breakthrough Opportunity Analysis team (via WebEx)
	1.5 hours	Oracle CPQ Breakthrough Opportunity Analysis results review (within one week of draft review)	President, sponsor executives, Oracle CPQ Breakthrough Opportunity Analysis team

“The Oracle CPQ Cloud Breakthrough Opportunity Analysis helped us feel confident selecting [Oracle] as the vendor. It gave us a clear understanding of what the tool can do and how it can help our business.”

Director of Global Sales Operations
Graphic Communications Group
Kodak

Oracle CPQ Breakthrough Opportunity Analysis was well worth the investment.”

Solutions Engineering Manager
Lineage Power

INVESTMENT

For a prospective client, Oracle provides the methodology and invests its experts' time to conduct and document the Oracle CPQ Breakthrough Opportunity Analysis session. In return, Oracle asks the client to invest the time and attention of its cross-functional experts during the workshop. Clients that have participated in Oracle CPQ Breakthrough Opportunity Analysis have found that the results were critical in planning successful initiatives.

WHY ORACLE CPQ?

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

For more information Contact your sales representative
Find out more about Oracle CPQ from one of these links:

[Breakthrough Opportunity Analysis \(BOA\) Video](#)

[Gartner Positions Oracle CPQ Cloud as a Leader](#)

[Oracle CPQ Web Site](#)

Customer Stories, White Papers, and more at:

www.oracle.com/applications/customer-experience/cpq/resources.html

Customers around the world have experienced significant results with Oracle CPQ including:

- 10x increase in quotes per month
- 3 to 7 day process reduced to less than 30 minutes
- 117 % revenue growth
- Margin increased by 1.5 %
- 20 % increase in productivity of inside sales group
- Faster, 100 % accurate quotes
- Weeks into days (decreased quote-to-cash time)
- Days into seconds (time to produce large proposals)
- 0 % error rate (down from 70 %)
- 400 % increase in sales (with only a 50 % increase in support)

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