DATASHEET: Cincom CPQ

Cincom CPQ for Microsoft Dynamics® AX

Advanced Capabilities for Microsoft Dynamics AX with Greater Sales Effectiveness
Cincom CPQ seamlessly integrates with Microsoft Dynamics AX to help increase field sales effectiveness.

Consider Cincom CPQ if you:
- Have complex products or processes
- Lose sales due to slow responses to quotes and proposals
- Need mobile or web-based interactive selling tools
- Rework orders, resulting in lower customer satisfaction and/or margin erosion
- Experience delays and frustration when introducing new and ever-changing products

Benefits:
- Quick, seamless integration with Microsoft Dynamics AX sales quotations, sales orders, inventory and production modules
- Extended functionality with guided selling, product and service configuration, pricing and proposal generation
- Graphical modeling tools that enable product experts to quickly create complete Windows® and web-based solutions without the need for programming
- Customizable user interface that reflects the way you want to sell
- Flexible deployment within Microsoft Dynamics AX or external web-based and mobile sales tools that include Microsoft Dynamics CRM

Empower your Microsoft Dynamics AX users with fast, accurate product and pricing knowledge!

Imagine if every one of your salespeople had the knowledge of your best sales reps and engineers, the power to translate needs into solutions and then rapidly generate a quotation. Capture and deliver critical application, product, pricing and process knowledge to the point of sale with Cincom CPQ for Microsoft Dynamics AX.

Cincom CPQ provides:
- **Guided Selling** – Generate sales quotations that are custom-formatted to unique customer needs and based on your best practices.
- **Product and Solution Configuration** – Automate complex calculations based on expert rules that drive product configurations, guided selling and complex pricing.
- **Proposal and Pricing Management** – Streamline pricing and proposals to include product configurations, contracts, drawings and other business documents.
Extend Microsoft Dynamics AX Beyond Your Four Walls

Cincom CPQ can be launched directly from within Microsoft Dynamics AX and provides a familiar workflow for existing users. These same models can be extended to the web or mobile environments with a tailored user interface designed specifically for sales reps, channel partners and customers to configure, price and quote products without assistance. Microsoft Dynamics CRM users can also use Cincom CPQ to integrate directly into Microsoft Dynamics AX regardless of deployment:

- On customer-premise deployment
- Hosted on Microsoft® Azure™
- Third-party hosted

Empower Your Product Experts to Create Powerful Selling Systems

The Cincom Knowledge Modeling environment provides intuitive, graphical tools that will create powerful sales applications. DECLARATIVE rules are used to describe product constraints, which minimize maintenance and allow users to enter data in any order.

Establish New Levels of Cost-effective Flexibility

Now modelers have complete control of the user experience. Pages and page flows are created by dragging and dropping objects onto dialogs and graphical decision trees.

Included with Cincom CPQ is the Cincom Data Services for Dynamics AX. This set of functions simplifies the process of reading and writing Dynamics AX data from within the modeling tools and ensures data integrity.

Key Capabilities:

- Advanced declarative rules engine
- Guided selling, complex configuration and pricing
- Easy-to-use graphical application modeling tools
  - Drag-and-drop GUI builder
  - Graphical decision rules
  - Point-and-click decision-matrix rules
- Completely “tailorable” user experience
- Built-in scripting language for calculations
- Flexible deployment (Windows, web and mobile)
- Seamless integration with MS AX
- Integration with MS CRM and Visual Studio®

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