



CINCOM CPQ™

*A Multi-Channel
Configure-Price-Quote Platform*



Cincom CPQ's advanced capabilities for Microsoft Dynamics CRM help companies that sell products, services or solutions with many options or variations:

WIN More Business

- Use guided selling to ensure a perfect fit with customer needs
- Increase quote volumes, win rates and average margins
- Expand dealer channel sales through a sales portal

OPERATE Efficiently

- Reduce engineering and other sales support requirements
- Speed generation of proposals and supporting documents

DELIVER as Promised

- Ensure solution and pricing accuracy
- Generate as-configured solution details to streamline fulfillment

The Environment: Personalized and Demanding

Sell sophisticated machinery, multi-product systems, combined product and service solutions or products as seemingly simple as personalized apparel?

Whatever the market, your customers are no doubt demanding products that are increasingly customized to their specific needs and desires.

Multiple Channels—All Wanting a Fast, Accurate Buying and Selling Experience

Today you may sell through a direct sales force or a network of dealers—or both. You may already be offering knowledgeable customers the ability to buy directly through a self-service e-commerce system, or you may at least envision that in your future.

No matter who is doing the buying or selling, each person wants an experience that is fast and easy, and always results in exactly the right fit.

Typical Industries

- Industrial Equipment
- High Tech and Medical Devices
- Transportation and Specialty Vehicles
- Building Products
- Utilities and Telecommunications
- Other Customizable Products and Services

The Challenges of Selling Customized Products and Services

Selling customized products and services can be a complex process that too often relies heavily on the knowledge of a few experts and a great deal of back-and-forth communication between sales, marketing, engineering and manufacturing.

This can easily cause:

- Delays that frustrate customers
- Errors that increase selling and production costs
- Miscommunication that can result in the delivery of something different than what the customer thought they purchased

How Can You Consistently Deliver a Superior Customer Experience?

How do you take offerings with all of the options and variations the market wants, and align them with the way every channel sells and the way every customer wants to buy? Most importantly, how do you do all of this in a way that is fast, efficient and profitable—while also being scalable to more products and more markets, in order to drive growth?

What's needed is a solution that:

- Enables enterprises to capture product, pricing and selling knowledge from throughout the company
- Automates knowledge to guide your direct sales force, dealers and customers through the process of selection, configuration and pricing of even the most complex products and services
- Employs guided selling techniques for steps such as customer needs analysis and cross-sell and up-sell opportunities
- Automates creation of complete and compelling quotes or multi-part proposals to close the deal

The Solution: Cincom CPQ for Microsoft Dynamics CRM

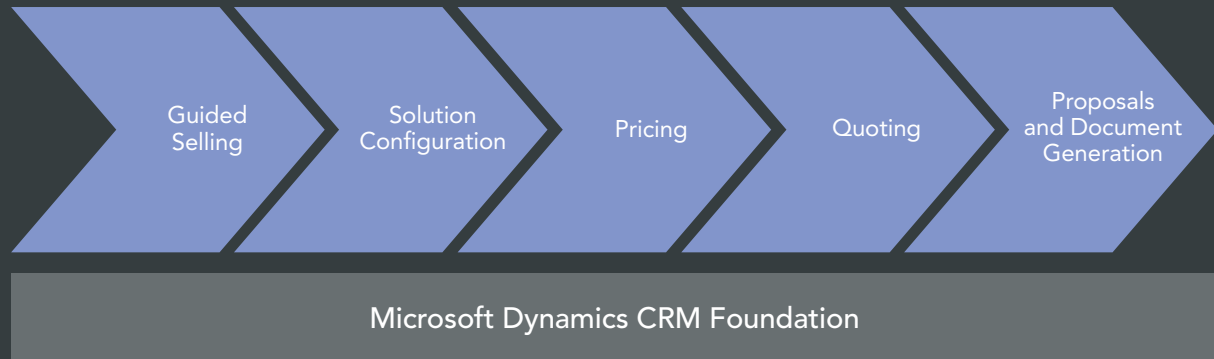
Cincom CPQ for Microsoft Dynamics CRM integrates a centrally managed solution configurator, proposal generator and advanced product, pricing and quote management capabilities into the proven, widely adopted Microsoft Dynamics CRM platform. It's the only multi-channel CPQ platform that leverages a highly flexible knowledge engine to enable enterprises to gain a competitive advantage.

With Cincom CPQ, you can increase sales effectiveness by consistently and efficiently delivering a customer experience that aligns with the way customers want to buy across:

- Any application
- Any channel
- Any device

As a Microsoft Dynamics CRM Managed Solution, Cincom CPQ is seamlessly integrated to leverage native capabilities such as workflow, process maps, pricing, reporting and analytics and global administration. This means simplified administration, ease of use, ease-of-upgrade and low total cost of ownership.

Cincom CPQ





Key Capabilities of Cincom CPQ

Guided Selling

The Cincom Solution Configurator and Proposal Generator adds role-based capabilities to lead salespeople through each step of the quoting and ordering process:

- Guided product selection
- Guided product/service/solution configuration
- Product visualization
- Cross-sell/up-sell recommendations
- Dynamic pricing
- Configuration-specific content generation (manufacturing, CAD, project, image, document or custom outputs)
- Quote/proposal document creation

The same tools can also be used to develop just about any type of specialized guided sales, marketing or service capability you may need to set your company apart from the competition.

Advanced Product, Pricing and Quote Management Capabilities

Cincom CPQ also extends Microsoft Dynamics CRM to provide the full range of additional tools that salespeople need to rapidly create and effectively manage quotes for all types of products and services. Extended capabilities include:

- Searchable, content-rich product catalogue for both standard and configurable products
- Robust special-request handling
- Flexible quote structure with any combination of product or service lines
- Configuration and quote templates for frequently sold items
- Quote approvals and revision control

Dealer Portal

Cincom CPQ provides secure, role-based access to quoting capabilities for authorized dealers, distributors or independent reps. All core capabilities can be provided to partners, PLUS capabilities such as:

- Dealer customer information
- Dealer products and options
- Dealer-branded quote/proposal documents

Mobile Device Support

Cincom CPQ has a dynamic device-independent user interface that uses responsive design technology with HTML5 and CSS3 to automatically tailor the entire user experience to any mobile or desktop device.

Reporting and Analytics

Cincom CPQ captures feature, option and pricing details for quotes across all channels to provide the foundation for analysis of sales activity, feature popularity trends, pricing and promotion effectiveness, margin performance and much more using native CRM reporting, analytics and dashboards.

Cloud or On-Premise Deployment

Cincom CPQ can be deployed within Microsoft Dynamics CRM online or on-premise, with offline support on Microsoft® devices.

The Advantage: Power to Do More

Drive fast, efficient fulfillment of exactly what the customer ordered

Empowering direct and indirect sales channels to quickly and accurately identify and tailor solutions to each customer's unique needs, ensuring that the customer's expectations are met.

Cincom CPQ for Microsoft Dynamics CRM:

- Guides salespeople and customers through product selection, configuration, pricing and visualization to make the perfect fit with specific needs
- Produces content-rich proposals that help the customer make an informed purchase decision
- Automatically generates detailed specifications and information needed to speed production and ensure quality

Cincom CPQ enables enterprises to gain a competitive advantage and increase sales effectiveness by consistently and efficiently delivering a customer experience that aligns with the way customers want to buy.

There are five important reasons why Cincom CPQ for Microsoft Dynamics CRM gives you the power to do more. Cincom CPQ enables you to:

1

Consistently deliver an experience that aligns with the way customers want to buy

- Respond quickly
- Engage anywhere on any device
- Make the perfect fit with customer needs
- Deliver exactly what the customer ordered

2

Increase sales effectiveness

- Increase quote volume
- Increase win rate
- Increase margins

3

Reduce selling costs

- Make every sales rep a product expert
- Reduce sales support costs
- Reduce error checking/correction

4

Streamline fulfillment

- Drive product and pricing accuracy to ensure quality and eliminate rework
- Automate generation of configuration-specific information to drive fulfillment

5

Enable growth

- Speed introduction of new products and pricing
- Train new sales reps more quickly
- Attract more dealers and other sales partners
- Leverage more channels
- Expand geographic coverage

The Foundation: Microsoft Technology Platform

Because Cincom CPQ is built within Microsoft Dynamics, it fully leverages the Microsoft technology foundation to deliver a familiar, reliable and scalable enterprise systems framework along with industry-leading reporting, analysis and collaboration tools built directly into the fabric of the application.

- Windows Server® and SQL Server® provide proven performance and reliability, unlimited scalability and a familiar systems management environment.
- Information Access via SQL Reporting Services, SQL Analysis Services and Enterprise Search turns operational and financial data into actionable information that enables smarter, faster decisions.
- Collaboration capabilities including both internal and external portals that are based on Microsoft SharePoint® provide a powerful collaboration framework connecting people, departments and your extended supply chain.
- Application Integration Framework with Windows Communication Foundation, Web Services and XML/flat file exchange enables fast, effective, reliable integration with third-party and homegrown systems.
- Security Framework with active directory authentication, role-based security and a wide range of built-in roles, duties and privileges provides complete and flexible control over the information and processes users need to access on a daily basis.

Microsoft and Cincom collaborate on solution development on an ongoing basis through direct communication among development teams.

For you, that means:

- **You can be confident in the enterprise business system you have selected.** Cincom CPQ for Microsoft Dynamics CRM supports business best practices derived from a community of thousands of organizations in many different industries.
- **You can count on your business system being continually improved** by one of the world's largest global teams of industry experts and technology professionals.
- **You have access to a wide range of business experts** to provide any type of specialized support that your company might need to fully leverage your enterprise business system.

Experts in Complex Selling for Enterprises

Cincom has been delivering enterprise-class software solutions for decades, and has helped many of the world's leading manufacturers achieve extremely high levels of operational and financial performance. Cincom works closely with Microsoft, Microsoft partners, systems integrators and select ISVs to deliver the implementation and support services companies need to realize fast, confident deployment as well as sustained results.

Cincom CPQ

Cincom CPQ is an multi-channel platform that helps companies consistently grow sales, increase margins, accelerate sales cycles, streamline fulfillment and expand into new markets.

Advanced capabilities embedded within Microsoft Dynamics CRM support powerful guided selection, configuration, pricing, quoting and ordering of any product or service with any options or variations across any application, any channel and any device.

For More Information

- Call 1-800-274-6721
- Visit www.cincom.com

Cincom is a Global Independent Software Vendor (GISV) for both Microsoft Dynamics CRM and Microsoft Dynamics AX.

Member of the MicrosoftGovCon Alliance

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