

# Cincom CPQ™ (Configure-Price-Quote) for SAP®

Empower Your Sales Teams to Become More Effective

The way you sell is unique to your business and goes beyond the products you offer. For sales reps to sell to the best of their ability, they need a system that's tailored to the way they manage, create and deliver quotes. Cincom CPQ guides them through each stage of the quoting process and presents the best options in terms of product mix, profitability and price to prospects.

Cincom CPQ offers a solution for SAP users who are looking to increase sales channel performance while maintaining their investment in SAP ECC.

Request a demo at:  
[Cincom.com/CPQDemo](http://Cincom.com/CPQDemo)

### Consider Cincom CPQ if you need:

- Inside sales support to provide SAP users with a rich user interface to configure, price and quote complex products and services
- Synchronization with SAP Order BOMs/ROUTs.

### Features of Cincom CPQ for SAP:

- Guided Selling
- Product and Service Configuration
- Pricing and Quoting
- Proposal Generation
- Business Intelligence
- Channel Management Support with Sales Area Security
- Open Integration Layer for Enterprise Applications—such as SAP Variant Configurator (VC)

### Deployment

- On-Premise
- Private Cloud

*“Cincom CPQ has really enabled us to shorten the turnaround time for orders.”*

– E-ONE



# Why Choose Cincom CPQ?

1

## Increase Sales Effectiveness

- Greater quote volumes
- Higher win rates
- Larger deal sizes
- Higher margins

2

## Reduce Sales Support Costs

- More self-sufficient sales reps—less need for specialist support
- Eliminate error checking/correction
- Consolidate legacy tools

3

## Streamline Fulfillment

- Ensured product specification accuracy
- Automate generation of information to drive manufacturing, service delivery, etc.

4

## Enable Growth

- Faster new product introductions
- Accelerated sales rep training
- Improved user adoption
- Leverage more sales channels
- Greater channel preference and adoption

### Cincom CPQ's Solution Configurator is one of the best rules engines on the market today.

Cincom knows that no two customers are alike in what they build and how they sell. Our SAP customers have environments with complex rules, and they may need to change them frequently. That's why Cincom CPQ has a tailorable user interface that is driven by rules (as well as roles) for each unique customer deployment. The user experience can be tailored to your unique product and services offerings and to the way your channels sell. With Cincom CPQ, you can manage rules quickly and easily.

### Quickly generate professional, customized proposals and other complex documents.

Automated generation of comprehensive proposals and other documents utilizing dynamic quote data, document templates, sophisticated rules and dynamic generated drawings makes producing customized, professional proposals easy.

### A common solution for multinational companies

Cincom CPQ provides a common sales solution for complex multinational companies where there is a mixed landscape of SAP and other ERP and CRM solutions.

### Cincom CPQ for SAP

Cincom CPQ for SAP leverages your investment in the SAP VC solution while providing an alternative that enables Engineering and Marketing to maintain rules separately. With Cincom CPQ for SAP, outward-facing product configuration rules and applications (high level) are captured and developed in an environment outside of SAP, and the common set of SAP-defined material characteristics (low-level) are shared between the two environments, allowing VC models to define the configurable manufacturing specifications and pricing definitions. (SAP VC is not a requirement. Cincom CPQ can generate Order BOM/ROUT so that, based on your deployment, you have an option.)

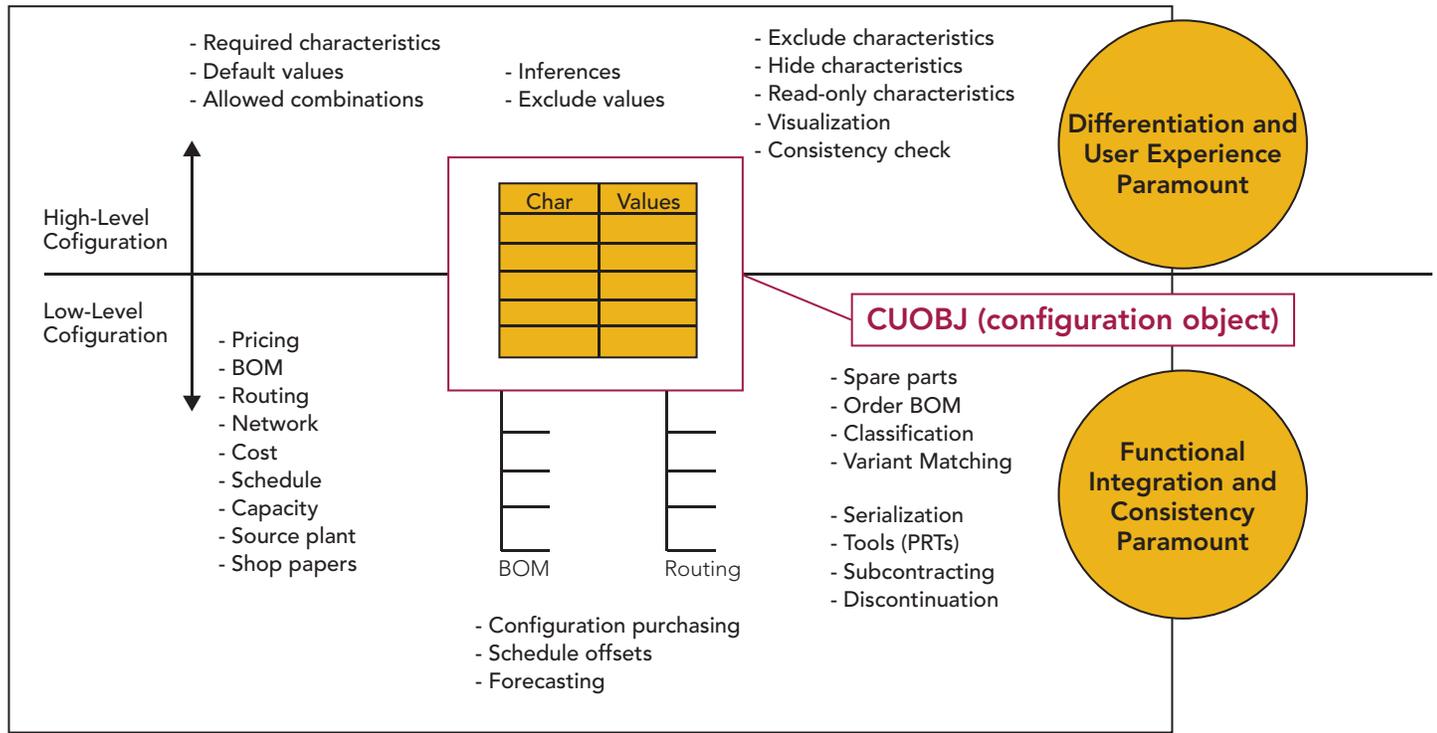
*"Cincom CPQ can consistently handle pricing data while keeping up with the upgrades, service for obsolete products, as well as other changes."*

– Siemens

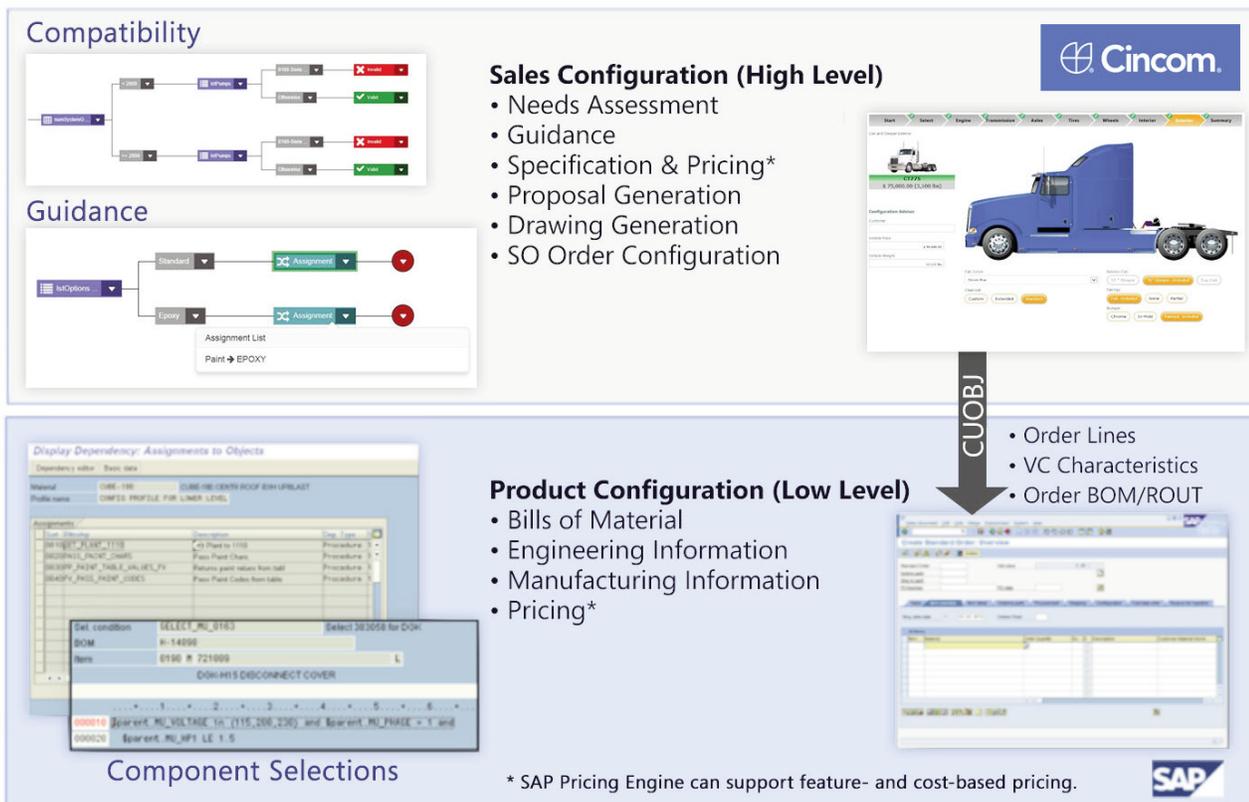
The following schematic and description further clarifies the distinctions between high- and low-level configuration. High-level configuration enforces all of the predefined editing and compatibility rules for a product model, thus guiding the user to feasible product configurations and preventing a user from quoting invalid configurations.

### Fundamental Model Definition:

- Configuration material
- Allowed characteristics
- Allowed characteristic values



The SAP architecture nicely accommodates the use of Cincom CPQ to automate complex selling solutions that integrate well with SAP. The following diagram further illustrates this approach.



## What about Master Data?

There are two approaches to exchanging Master Data between the SAP modeling environment and the Cincom modeling environment:

- 1) Extracting characteristics from SAP into Cincom
- 2) Importing characteristics from Cincom into SAP

Cincom provides utilities to support both approaches.

### You can scale your business through more channels with the Cincom CPQ Sales Portal\*

The approach described above is particularly important for manufacturers that sell through partner channels and need to expose guided selling and configuration solutions via a web portal. With the Cincom CPQ Sales Portal, you can push products and pricing out to all of your sales channels faster than ever before. With unlimited date-effective price lists, multi-tier price adjustments and multi-language/multi-currency support, you can ensure that all of your sales channels have what they need to easily price and quote your offerings.

\* *Optional*

*“With Cincom CPQ for SAP,  
we are more efficient than  
our competitors.”*

*– A Supplier of Industrial  
Air Movement Equipment*

Here are a few customers using Cincom CPQ for SAP:



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