



What a Configure, Price, Quote (CPQ) Solution Can Do for You

Research shows that those who use CPQ solutions outperform non-users by 105 percent



A Summary of Aberdeen's Research Brief: Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale

Includes case studies of firms using CPQ

CPQ Equals Stronger Sales

The Aberdeen Group's research brief, *Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale*, proves that if you want to be best-in-class, you need to deploy best-in-class CPQ solutions.

Being able to capture new business, exceed the expectations of customers and set a solid foundation for future growth relies on how well your company responds to every opportunity to sell. One of the most powerful ways to do this is to create quick and accurate quotes, proposals and pricing estimates that clearly reflect what you can do to best serve your customers.

Table 1: CPQ Users Outperform Other Companies

Source: Aberdeen Group, March 2013

Key Performance Indicators	CPQ Users	vs.	Non-Users
Lead Conversion Rate	35%	vs.	30%
Average Sales Cycle	3.42 months	vs.	4.68 months
Average Number of Quotes	20.9 per month	vs.	14.0 per month
Average Deal Size	\$432K	vs.	\$211K

Let's take a closer look at these Key Performance Indicators.



Aberdeen's research shows that CPQ users outperform non-CPQ users by a whopping 105 percent!

Cincom CPQ Case Studies

Proposal Time Cut from 3-5 Days to 15 Minutes

American Power Conversion is a \$3.5 billion provider of power protection and environmental control systems. By using CPQ, they were able to eliminate proposal reviews and rework, while also creating cross-selling and up-selling opportunities at the point of sale.

Order Processing Time Reduced by 83 Percent

Smeal Fire Apparatus is a major competitor in the fire and rescue industry and has thousands of fire trucks protecting lives and property throughout North America. The company was able to improve order processing from six hours to just 30 minutes.

For more information on these and other CPQ case studies, visit: acquire.cincom.com.

What Would It Mean to Convert More of Your Leads into Sales?

Lead conversion rate for non-CPQ users = 30%

Lead conversion rate for CPQ users = 35%

A CPQ solution can give you the specifics you need to effectively connect with the customer during every conversation, which leads to quicker purchasing decisions.

According to Aberdeen, companies using CPQ showed a 2 percent improvement in the overall lead conversion rate, versus a 2.1 percent decline for companies not using CPQ on a year-over-year basis.

Lead conversion efficiency can lead to a shortened sales cycle; however, CPQ users not only perform better around lead conversion efficiency, but also around proposal volume, as well as quota attainment.

Aberdeen's research proves that the right CPQ solution facilitates faster turnaround times for the customer—at all stages of the buying cycle.

Cincom CPQ Case Studies

Complex Sales Cycle Reduced by 50 Percent

Swiss-based [Sultex](#) produces technically sophisticated weaving machines. This projectile, rapier, air-jet and multi-phase machinery consists of 10,000 single components with thousands of variations. Sultex was able to reduce order processing time from days to minutes and cut their entire sales cycle in half.

Average Lead Time Reduced from 14 Weeks to Less than Six Weeks

[Air Products and Chemicals](#) is an international supplier of industrial gases and related equipment. They were able to shave eight weeks from their lead time, remove two weeks from the design process and reduce unit costs by 28%.

For more information on these and other CPQ case studies, visit: acquire.cincom.com.

How about Shortening Your Sales Cycle by More than a Month?

According to Aberdeen, you can.

When selling to any company, a shortened sales cycle represents an obvious advantage.

However, since the use of CPQ tools is generally associated with more complex and expensive solutions, a shortened sales cycle is even more advantageous.

Aberdeen's research shows that current adopters of CPQ technologies not only have fewer conversations with their prospects, but those conversations result in better lead conversion (and thus a shortened sales cycle) as well.

A CPQ solution allows you to present the right offer at the right time to your customers by creating a quote or proposal that is specific to their needs and far more buyer-friendly than a generic one-size-fits-all template.

This makes it easier for the customer to buy. And when you respect your customer's time, you earn the chance to serve them more—especially if the CPQ solution is used to deliver more accurate proposals earlier in the sales cycle.

Average Sales Cycle

Non-CPQ users = 4.68 months

CPQ users = 3.42 months

Cincom CPQ Case Studies

Cut 66 Percent from the Cost of Every Quote

[Siemens](#), a global powerhouse in electronics and electrical engineering, produces anywhere from 300 to 500 quotes monthly. They were able to reduce certified quotation times from 4-6 weeks to just one hour.

Reduced Involvement in Quoting by 80 Percent

Italian manufacturer, [Fassi](#), produces 10,000 custom-built cranes per year from over 30,000 possible configurations. Fassi was able to reduce the manual quoting by experts and reaped a huge reduction in the time needed to launch an order into production.

For more information on these and other CPQ case studies, visit: acquire.cincom.com.

Increase the Average Number of Quotes by More than 25 Percent

Average number of quotes for non-CPQ users = 14.0/month

Average number of quotes for CPQ users = 20.9/month

According to Aberdeen's study, CPQ-enabled sales reps take 27 percent less time (3.6 hours) to produce a typical quote or proposal than those not using CPQ (4.9 hours). Added to this is the fact that best-in-class companies actually deliver fewer versions of the average quote or proposal than all other firms.

CPQ users can do this because CPQ adds a crucial layer of customization that allows sales reps to write more accurate quotes in less time, and therefore frees them up to use their capabilities most effectively for nurturing and closing complex business deals.

With more quotes going out and a better lead conversion rate as well, CPQ technology enables more time spent on closing deals and less time spent on performing administrative functions.

Additional CPQ Benefits

According to Aberdeen:

- Companies using CPQ software have 100 percent accurate configuration resulting in higher overall revenue.
- When supported by CPQ, 58 percent of sales reps achieve quota versus 46 percent when not supported by CPQ.
- Overall team attainment of sales quota is greater when using CPQ (56 percent) than when not using CPQ (52 percent).

Want a copy of the Aberdeen Research?

Download your own copy of: [Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale.](#)

How about Doubling Your Sales?

Aberdeen's research shows that the use of a CPQ solution increases the average deal size from 211K to 432K.

Customers tend to buy from the company that is easiest to do business with. CPQ helps with this goal by providing:

1. **A better understanding of your customers' needs** – Being able to present your buyer with the “right offer at the right time” is well-supported by the use of CPQ.
2. **“Knowledge capture” of your best sales reps** – This is one of the main reasons that CPQs extend sales effectiveness.
3. **Respect for your customer's time** – Sales reps using CPQ deliver fewer versions of the average quote than all other firms, which keeps it simple for you, the company and especially the customer.

Additionally, with CPQ, it's possible to enable all of your sales channels, partners and customers to accurately configure, price and quote even your most complex products and services, often right at the point of sale.

This simplifies the process for your customers and makes it more likely that they will close the deal.

See What Cincom Acquire® CPQ Can Do for You

Any Application. Any Channel. Any Device.

Cincom has provided software to simplify business operations and customer communications for over 45 years. Our advanced Configure, Price, Quote solution, Cincom Acquire CPQ, is proven to help you:

- Win more business
- Streamline fulfillment
- Align with the way customers want to buy

Cincom Acquire CPQ supports all channels and roles, all desktop and mobile devices and easily integrates with all major CRM, ERP, e-commerce and engineering systems. [Request a demo today!](#)

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