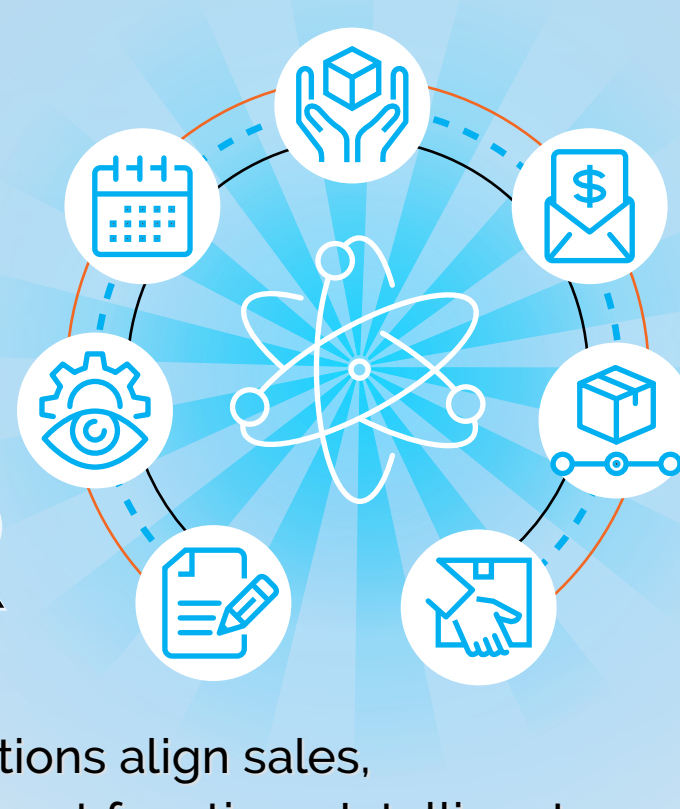


BUILD, PRICE, DELIVER



Configure, Price, Quote (CPQ) solutions align sales, manufacturing, and customer support functions. Intelligent rules-based algorithms ensure accurate product configuration and pricing thereby eliminating guesswork in product/feature selection and order capturing.

CPQ Brings Manufacturers and Customers Together



OFFLINE/
IN PERSON ONLINE/
SELF-SERVE



Company and/or dealer sales personnel **ASSIST** with all steps

Using the CPQ tool, company field sales representatives and dealer agents **GUIDE** the customer through product selection and configuration process; leading to greater customer engagement in the purchase process. (e.g., specialty vehicles, medical equipment, industrial machinery)

Guided Interview



The customer then selects various **OPTIONS**.

Option Selection



48%
of manufacturers implement smart IoT solutions to **improve responsiveness to market conditions**

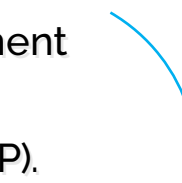
The pricing engine continues to update product and **PRICING** information for the customer.

Up-to-Date Pricing



Rules-based **ALGORITHMS** ensure that the product combinations selected by the customer meet the design/production specifications. The CPQ only allows product configurations within the production team's capability.

Rules-Based Configurations



Once the process is completed, an automated **QUOTE** is generated.

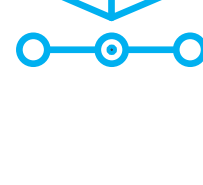
Automated Quote



37%
of manufacturers implement smart IoT solutions to **manage problems with supply chains**

If the customer proceeds with the transaction, the order is **PROCESSED** through internal systems including customer relationship management (CRM) and enterprise resource planning (ERP).

Internal Process Completion



The order is **FULFILLED**.

Delivery



CPQ Solutions Enhance Customer Experience and Boost Sales

Improve Market Responsiveness

Ensure that pricing and product information is up-to-date and accurate.

About **69%** of manufacturing respondents plan to **increase IT budgets**

with an average increase of **28%**

Enhance Customer Experience

Greater customer control over the purchase process. Eliminating errors in selection, ordering, and fulfillment.

63%

of all manufacturers

74%

of large organizations

employ **technological solutions** to streamline processes

CPQ solutions enable upsell opportunities thereby driving revenues and profitability for manufacturers and channel partners/dealers.

Timely information eliminates the need to memorize complex product combinations and pricing thereby increasing focus on consultative selling.

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FOR MORE INFORMATION ABOUT CINCOM'S CPQ SOLUTION VISIT:

www.cincom.com/cpq

NOTE

Commissioned by Cincom