

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



CPQ Implementation and Usage

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



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



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**.

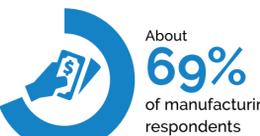
Delivery



CPQ Solutions Enhance Customer Experience and Boost Sales

Improve Market Responsiveness

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



with an average increase of **28%**

Enhance Customer Experience

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



Drive Revenue Growth

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

Boost Sales Force Productivity and Performance

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



FOR MORE INFORMATION ABOUT CINCOM'S CPQ SOLUTION VISIT:

www.cincom.com/cpq

NOTE
Commissioned by Cincom