

30% Improvement in Win Rate with Evaluation of Conga CPQ Performance Leading to 25% Revenue Jump

Insight

A prominent technological research and consulting firm, which transformed its Quote-to-Cash (QTC) process with Conga CPQ, needed assessment & advisory services to design the solution architecture and approaches to streamline business processes and reduce operating costs.

Forsys designed and executed a customized 3-week advisory and assessment roadmap, which included Conga CPQ process audit, mapping and identifying linkage between sellable SKUs & production/entitlement BOMs, and providing recommendations for product setup design. The evaluation enabled the client to accelerate the win rate by 30%, and increase the sales revenue by 25%.



Industry: Information Services



Revenue: \$4.5+ B



Employees: 16k+



Headquarters: Connecticut, US

Business Challenge

The client needed assistance with Quote-to-Cash best practices for people, processes, technology, and data. Furthermore, it wanted to build a standard Q2C reference model, and:

- ▶ Examine the product and pricing structures, and determine whether Conga CPQ can be used as the product master's source of truth.
- ▶ Determine the process to bridge the gap between the sellable products quoted during the sales process and the underlying Bill of Materials (BOM) needed for entitlement and fulfillment.
- ▶ Develop a strategy to migrate 85k legacy assets from the existing system(s) to the "to be state" target CPQ system.
- ▶ Devise a systematic plan to reduce risk, speed the process of migration of legacy assets, and prepare them for renewals in the target CPQ system post-go-live.



Transformation Journey

The client roped in Forsys to offer assessment and advisory services for Conga CPQ to leverage its full potential.

The notable highlights of the approach to the solution:

- ▶ Evaluated the customer product lifecycle & BOM to determine if Conga CPQ can function as the repository for item master (leveraging the OOTB Conga multi-level product structures, versioning and end dating) as well as approval workflows.
- ▶ Reviewed the customer sales process with respect to the use of saleable products that do not show the associated BOM options.
- ▶ Investigated a custom BOM explosion process required for entitlement and downstream systems.
- ▶ Performed feasibility study, developed the logic needed to derive options based on the saleable product codes (SKUs) and the associated attributes, including quantities and pricing.
- ▶ Provided a solution architecture to manage complex configurations, pricing especially subscriptions, co-terming, quoting and billing processes, asset-based ordering, asset migration, and an approval matrix.



Impact

Forsys' 3-week assessment and advisory engagement for Conga CPQ enabled the client to:

- ✓ **Reduce quoting time by 38%**
- ✓ **Boost overall deal size by 22%**
- ✓ **Accelerate win rate by 30%**
- ✓ **Increase sales revenue by 25%.**
- ✓ **Audit the CPQ process completely.**
- ✓ **Map & identify linkages between sellable SKUs & production/entitlement BOMs.**
- ✓ **Gain insights & recommendations for product setup design.**
- ✓ **Resolve the issues related to complex features & functionalities, and streamline the solution approach.**



About the Client

The client is a leading global research and advisory company, which delivers actionable, objective insight to executives and their teams of more than 14,000 enterprises in more than 100 countries.



Solution Components

Conga CPQ