

33% Faster Quote Generation with Standardization of the Quoting Process with Salesforce

Insight

A prominent Media SaaS client used excel spreadsheets and word documents to manage its revenue and quote processes, which resulted in multiple handoffs between the internal stakeholders (sales reps, sales ops, sales management, onboarding, and finance teams) and disjointed discounting processes, untracked approvals, and manual and time-consuming onboarding processes.

Forsys modernized the customer's sales processes with Salesforce technology. This enabled the client to standardize and accelerate the quote process, optimize sales & finance processes, and reduce the 50% of manual tasks.

Industry

Broadcast Media
Production and Distribution

Revenue

\$20+ M

Employees

500+

Headquarters

New York, US

Business Challenge

As a fast-growing company, the client needed a scalable approach to streamline its sales and billing processes across North America, APAC, and EMEA. It used Salesforce to manage opportunities and Google Drive to store product configurations, pricing details, and share data related to active opportunities, which impacted the sales cycle.

The manually created quotes often needed revisions and failed to be tracked in real-time. For the client, the fragmented Quote-to-Cash process, tools, and data sources proved to be challenging.

Transformation Journey

As a first step, Forsys completed the business process review and then designed and deployed Salesforce CPQ to achieve end-to-end process automation. This enabled the client to create quotes faster, modify pricing, discounts, and bundles, and streamline the sales and finance processes.

The key highlights of the approach to the solution are:

- Streamlining of operations & MSAs processes with transaction quotes across regions.
- Implementation of guided selling and multi-level complex approval workflows.
- Detailed, accurate sales, business planning and forecasting.
- Automation of renewals and improved revenue processes.
- Standardization of the quoting process.
- Integration of subscription setup with JIRA to streamline onboarding.
- Configuration of price books based on regions, currencies, and complex discounting rules.

About the Client

The client is a fast-growing cloud-based SaaS technology for broadcast and connected TV. It enables content owners to launch, distribute and monetize live linear channels on connected TV and SVOD platforms. The US-based enterprise works with 500+ content brands, managing 2000+ channel deliveries, with deployments in over 40 countries.

Solution Components

Salesforce CPQ, NetSuite, JIRA

Impact

After the implementation of Salesforce CPQ, the client:

- ➔ **Automated 90% of the business processes.**
- ➔ **Accelerated quote generation by ~33%.**
- ➔ **Reduced errors by ~38%.**
- ➔ **Increased sales velocity by 80%.**
- ➔ **Decreased deal cycle time by ~40%.**
- ➔ **Increased sales productivity by almost 25%.**
- ➔ **Curtailed manual tasks by 50%.**