



Implementation of Conga CPQ Results in 100% Accurate Quote Generation for a Fortune 500 Conglomerate

Insight

The client is a large conglomerate operating in different verticals. The primary concern of the client was to manage its complex quoting process, generate 100% accurate quotes, handle complex pricing, and simplify the approval process.

So, the client partnered with the Forsys team to implement Conga CPQ. Consequently, the quoting and pricing process is automated, approvals streamlined, and more.



Industry
Industrial Machinery
Manufacturing

Revenue
\$35+ B

Employees
10,001+

Headquarters
Minnesota, US

Business Challenge

The critical challenges for the client were:

- Complex quoting process and struggle to generate accurate quotes
- Challenges in processing multiple quotes
- Ineffective approval process
- Challenges in handling complex pricing
- Requirement of a new quote for Quote-to-Contract or Quote-to-Order
- Lack of product catalogs to create quotes. Also, the client needed to set up constraint rules to manage the inclusion or exclusion of products in a quote.
- Required integrating order management with SofTrax.

Transformation Journey

Before implementation of the Conga CPQ solution, the Forsys team engaged with the business leaders and SMEs of the conglomerate to understand the business overview, as-is process, use cases, quote initiation process & quote lifecycle, and product/offering configuration.

The implementation entailed the following:

- Simplified the quoting process; the client can process numerous quotes with greater than 100 lines in Conga.
- Enabled accurate quoting.
- Streamlined approval process:
 - Configured and streamlined the approval process for product quotes.
 - Configured approval notification (approved and/or rejected) emails for product quotes.
- Simplified complex pricing:
 - The system automatically applies pricing to the product quote based on the pricing rules and applies discounts to product quotes.
 - Users can see margin calculations.
 - The client can bring information from outside sources to determine the price of quotes.
- Created a new quote for Quote-to-Contract (new business, add-on business (amendment or schedule order)) or Quote-to-Order.
 - Set up product catalogs to create quotes.
 - Set up products in bundles (up to 30 product bundles) that are fixed and cannot be separated.
 - Configured constraint rules (up to 15 rules implemented) to include or exclude products while generating quotes.
- Integrated order management with SofTrax (revenue management software).
- Set up Asset Based Ordering software (ABO) and configured it in the Conga CPQ solution. ABO is limited to only Out of the Box capabilities of CPQ.

Impact

Post implementation, the following results were observed:

- ✔ Simplified quoting process
- ✔ 100% accurate quotes
- ✔ Streamlined approval process
- ✔ Automated pricing and discounting
- ✔ Easy creation of new Quote-to-Contract and/or Quote-to-Order
- ✔ Integrated Order Management with SofTrax
- ✔ Configured ABO features in the Conga CPQ solution
- ✔ Simplified creating, modifying, and processing orders with complex pricing, multiple suppliers, combination services, and combined billing

Solution Components
Conga CPQ,
Salesforce
Sales Cloud

About the Client

The client, headquartered in Minnesota, US, is a conglomerate of several companies operating in the consumer goods, healthcare, automotive, transportation, safety, energy, electronics, manufacturing, and other industries.

A consistent name appearing on the Fortune 500 list, the client is known for its scientific, technical, and marketing innovations. The conglomerate operates in 70 counties and produces over 60,000 products under its numerous brands.