



38% Improvement in Quote Cycle Time with Quote-to-Order Integration Between Conga CPQ & Oracle ERP

CASE STUDY

Insight

A market leader in video delivery technology and services used different CPQ solutions to generate quotes and handle renewals. This resulted in disconnected and disjointed processes and systems.

Forsys partnered with **FloData** to enable the client to streamline its quoting and renewal process, achieve seamless Quote-to-Order integration, and migrate 13K+ products and 11K+ quotes. This accelerated the time to quote by 38%, increased the overall deal size by 22%, and improved the win rate by 30%.

Industry: Telecommunications

Revenue: \$150+ M

Employees: 1k+

Headquarters: California, US

Business Challenge









The client faced issues related to maintenance, enhancements, product configurations, approval visibility, pricelist proliferation, and subscription with its current CPQ. It also failed to accommodate the new product and pricing models.

Transformation Journey

In August 2017, Forsys engaged with the client, executed an initial assessment of the business processes and requirements. Later on, we conducted 3 weeks of immersive strategy and advisory sessions to understand the as-is processes, pain points, and potential risks due to the close proximity between the release date and the license expiration date.

We investigated and nullified the risk. After that, we proposed a plan and solution to retire BMI of a large enterprise application & cloud provider by the first week of February 2018 (i.e. 8 weeks ahead of the original schedule).

The key highlights of the client's transformation journey:

-  **Migrated 13K+ products with over 85 complex configurators & rules from BMI of a large enterprise application & cloud provider to Conga CPQ.**
-  **Created quotes for SaaS products along with the regular products.**
-  **Migrated 11K+ quotes from BMI of a large enterprise application & cloud provider to Conga CPQ during production cut-over using FloData.**
-  **Quote-to-Order integration between Conga CPQ and Oracle ERP to resolve the manual order creation challenges.**
-  **Automated creation of price lists (a total of 20 including customer price lists) to fix the operational challenges.**
-  **Implemented multi-currency quotation process to streamline the quoting process across multiple locations & currencies.**
-  **Implemented partner quotation process to enable partners to send quotes through Conga CPQ.**
-  **Streamlined quotes collaboration between stakeholders (partners, internal users, and operations teams).**

Impact

After the implementation of Conga CPQ, the client:

- **Accelerated time to quote by 38%**
- **Reduced rogue discounting by 32%**
- **Increased the overall deal size by 22%**
- **Improved win rate by 30%**
- **Increased sales revenue by 25%**
- **Improved customer response and satisfaction.**
- **Personalized customer journey.**
- **Maximized team productivity.**
- **Improved collaboration between stakeholders**
- **Boosted deal visibility across the sales lifecycle.**

About the Client

The client is an American video delivery technology and services business that enables media companies and service providers to deliver ultra-high-quality broadcast and OTT video services to consumers globally.

Solution Components

Conga CPQ, FloData, Oracle ERP, BMI, NetSuite, JIRA