

25% Increase in Sales Revenue with Modernization of Quote-to-Cash Process Using Conga

Insight

The quotation process of a leading precast concrete manufacturer was manual across locations. It lacked standard quote templates, and the sales team used excel spreadsheets and offline approvals, which resulted in frequent errors and slowed the Quote-to-Cash process.

Forsys implemented quote automation solution for the client and integrated it with Rulestream (Siemens PLM). The E2E automation helped the client reduce the quote and order engineering lead times, eliminate downstream errors, improve customer satisfaction through visualization, improve the win rates by 30% and sales revenue by 25%.

Industry
Construction

Revenue
\$100+ M

Employees
500+

Headquarters
Nevada, US

Business Challenge

The client's Engineer-to-Order (ETO) products required the power of visualization to improve the accuracy of the quote. It needed a guided solution to resolve the following challenges:

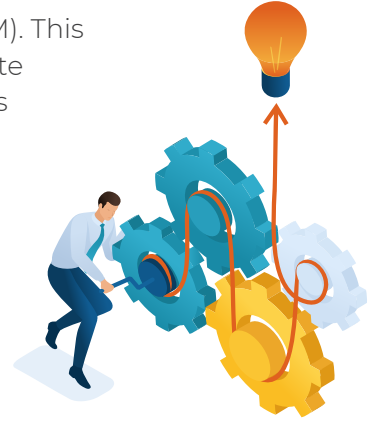
- Duplication of products and SKUs due to the lack of a consolidated repository.
- Lacked standard procedure for quotation.
- Absence of centralized repository to manage pricing.
- Used excel spreadsheets to manage price calculations for freight and stack heights.

Transformation Journey

During January 2018, Forsys collaborated with the client's team to grasp the workings of their sales lifecycle, quote generation methods, pricing, discounting, and manual approval processes. We reviewed their business processes, data, and requirements, after which we designed a solution using the minimal customization approach.

Forsys implemented Conga CPQ and integrated it with Rulestream (Siemens PLM). This enabled the client to reduce the quote and order engineering lead times, eliminate downstream errors, enhance the customer experience through visualization for its ETO products, and deliver 3D engineering models. We supported 1000+ bundles across multiple product lines, including ultra-complex configurations for non-Rulestream special bundles that needed input, calculation, and validation of casting design parameters.

We also offered managed service support for Conga CPQ and Salesforce CRM to the client.



Impact

After the go-live, the client:



**Improved
time to quote
by 38%**



**Lowered
duplicate
discounts by 32%**



**Enhanced the
overall deal
size by 22%**



**Increased the
win rate by
30%**



**Grew sales
revenue by
25%**

About the Client

The client is one of the largest, independently owned, precast concrete manufacturing companies in the United States headquartered in Nevada. The company designs and manufactures standard and custom precast concrete products, and offers high-quality precast concrete solutions for public and private infrastructure projects.

Solution Components

Conga CPQ, Salesforce CRM, Siemens PLM, NetSuite, JIRA

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