



## 38% Faster Quotation with Digitization Leading to 30% Improvement in Win Rate

### Insight

An American multinational IT company identified the need to create custom and bundled offers for different/multiple components and SKUs that required enhanced governance. It also required help to transform and boost the agility of its complex quoting process.

Forsys automated the client's quoting process with Conga, which accelerated the quoting time by 38%, reduced faulty discounts by 32%, enhanced overall deal size by 22%, improved win rate by 30%, and boosted sales revenue by 25%.

#### Industry

IT Services and IT Consulting

#### Revenue

\$27+ B

#### Employees

60K+

#### Headquarters

Texas, US

### Business Challenge

The client wanted to deliver tailored experiences as they found a critical need to create custom and bundled offers.



## Transformation Journey

Forsys implemented Conga CPQ for the client after reviewing their processes and quoting gaps.

The key highlights of the approach to the transformation:



Created one source of truth for revenue operations data and process management.



Applied Conga CPQ's advanced functionality to bundle multiple components.



Improved tracking by allowing collaboration of the quotes/orders between the internal sales and customers/dealers.



## Impact

After the implementation of Conga CPQ, the client:

→ Fast tracked the quoting time by 38%

→ Bolstered sales revenue by 25%

→ Accessed reporting for forecasting and market information.

→ Lowered faulty discounts by 32%

→ Enhanced up-sell and cross-sell opportunities

→ Automated product and pricing catalog.

→ Enhanced deal size by 22%

→ Streamlined process for approvals, accuracy, and increased data visibility.

→ Improved win rate by 30%



## About the Client

The client is a Texas-based company engaged in the provision of information technology, technology, and enterprise products, solutions, and services. It operates through the following segments: Hybrid IT, Intelligent Edge, Financial Services, and Corporate Investments. The company's Hybrid IT segment provides a broad portfolio of services-led and software-enabled infrastructure and solutions.



## Solution Components

Conga CPQ, JIRA