

## Simplify Quoting Process for Channel Partners

Cloud-based CPQ solutions boosts usage rates for direct sellers, resellers, and distributors

### Company

High-tech data storage manufacturer

### Business Pains

- Company relies heavily on partners to sell storage and data management solutions.
- Legacy quoting and ordering system was difficult for partners to use.
  - User interface was not intuitive.
  - Performance issues during actual product configuration design.
  - Not scalable.
  - Did not align with channel partners' sales processes.
- Frustrations lead to channel partners abandoning tool for competitors' quoting tools.

### Solution

Keste revamped CPQ systems to support a variety of complex orders. Solution's emphasis was on intuitive functionality, a streamlined user experience and improved performance.

### Customer Benefits

- Used in over 75 countries by 2400+ partners.
- Improved user cycle times by 30%.
- Reduced product configuration "clicks" by 20-50%.
- Improved quotation to order cycle time by 95%.

*Automating the CPQ process helps sales channels scale and compete more effectively....Gartner*



# 95%

Improved quote to order cycle time

*Keste's CPQ solution has had a tremendous impact on our partner organization. The system is much more intuitive and user friendly.*

--IT Director

