

Integrated CPQ Cloud boosts competitiveness

Oil & gas firm streamlines proposal processes to win new business

Company

Leading provider of oil & gas products and services

Business Pains

- Operating with manual, disconnected, Excel-based sales proposal process lacking integrated workflows and adequate reporting tools.
- Many deals were lost to competition due to the timeframe required to produce quotes.

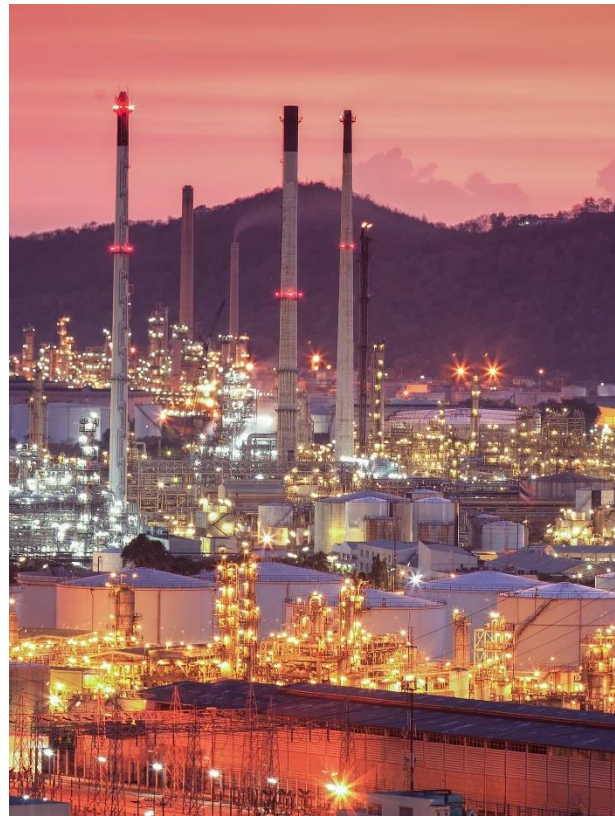
Solution

To streamline proposal process for standard, custom and engineer-to-order products, implemented Oracle CPQ Cloud and synchronized (via Oracle SOA) all information between Salesforce, CPQ Cloud and EBS (Quote, Objects, Items, ATP).

Benefits

- Automated workflow to streamline quote approval process and **improve efficiency and speed**.
- A seamless, integrated user experience with sufficient product data visibility to **eliminate proposal errors**.
- Trend analysis reporting to provide immediate visibility and **support better decision making**.
- Creation of unified proposal document that meets corporate standards.

Integrated automation of CPQ processes will help companies grow by 10%... *Gartner*



18%
fewer stakeholders involved in approval process with integration
...*Aberdeen*

Companies using integrated CPQ solutions "create 10% fewer iterations of a typical sales proposal or quote, saving measurable time...by reducing proposal errors and disconnects" ...*Aberdeen Group*

