

## Integrated CPQ Solution Simplifies Complex Lead-To-Order Cycle

High Performance Computing Manufacturer Speeds Sales Process and Provides Foundation for Growth

### Business Challenges

A high-tech firm that sells a line of supercomputers found that their existing on-premise CPQ process (based around Oracle EBS and Oracle EBS Configurator) was not the best fit for their extremely long sales cycle, which utilized a set of extremely complex and ever-changing product configurations. Because of this, four primary sets of users (sales, sales engineers, account managers, and channel partners) expended significant amounts of time and effort to create, change, approve, and push a quote out to customers.

The company needed to replace this EBS Configurator-based process - which utilized a batch of disconnected tools and a high number of manual workflows - with a scalable, modern, digital sales automated solution to simplify and streamline their entire lead-to-order cycle in order to compete more effectively, diversify their customer base, and develop and execute upon a channel strategy to drive growth.

### Business Solution

Keste 1) replaced EBS Configurator with Oracle CPQ Cloud to provide enhanced quote processing for the company's user base of sales representatives, sales engineers and account managers and 2) deployed CPQ Commerce to support complex pricing, document generation, the addition of non-standard parts and approval workflows.

- An "engineering mode" that users can toggle in and out of in order to apply configuration edits for extremely specific customer orders. Those edits can then be applied to the recommended outputs, even though they may not be viewed that as a valid configurations. Changes are now very clear and identifiable.
- An automated and controlled approval process (for configuration discounting and pricing) which eliminated the need for duplicate approvals if pricing changes occur.



We have seen drastic improvement with ETO, meaning those non-standard configurations that are very customer specific and lie outside the configurator rules. That was very cumbersome and difficult to do previously. Now the process is very clear and concise. That was the biggest win with the new system ....CPQ Manager

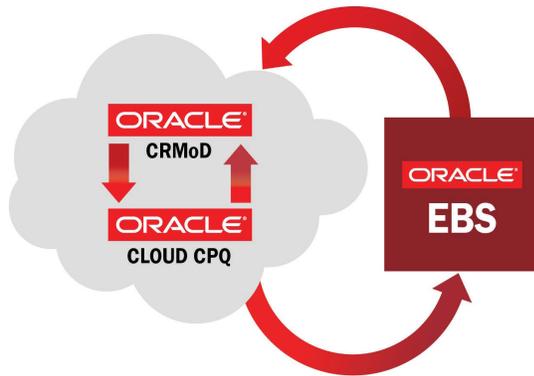
Keste is an industry expert with Configure Price Quote selection, implementation and integration. What make us special are our internal product experts. They can help you increase sales profitability by accelerating the lead-to-order process and decreasing the time and errors associated with complex proposal creation. But we do not just talk the talk. Our solutions have led to countless success stories in the high tech, telecom and manufacturing industries. This proven track record — and the awards behind them — means that we can design and implement a seamless CPQ solution...perfect for your business goals and objectives.



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- The bi-directional integration of customer, item and pricing data between Oracle CRM OnDemand, Oracle CPQ Cloud and Oracle EBS – via Oracle SOA. This new agile middleware foundation is now the enterprise-wide integration framework for all systems and processes, and it can be enhanced and scaled for further business improvements.



## Business Benefits

This project was a key starting point for the company's journey to a digital world. This sales automation solution has led to greater customer responsiveness, higher customer satisfaction and fewer errors. These efficiency gains are delivering a level of sales growth that has helped the company effectively compete against a slew of industry upstarts. Four specific benefits include:

- 1) **Time to define configuration rules are down almost 700% and new products are moved out to the marketplace faster.** With the old system, it took the product development team 2+ weeks to code the required configuration rules. Now, these same tasks can be done in less than 1 day. Coding has been eliminated; nothing has to be rewritten from scratch, because the configurator's data tables can be used to reference existing logic.
- 2) **Baseline Configuration Build Times Reduced Exponentially, Streamlining the Configuration process by 90%.** Simply getting a baseline configuration with the old system was problematic. Up to 50 parameters had to be selected in order to get even the most basic configuration from the old system. Now, many of those parameters are set as defaults; therefore, sales users can get complete baseline configurations in less than 5 steps.
- 3) **Newly Developed Products Available Immediately for Sale.** With the "engineering mode", the company is able to make newly developed products (which make up a large percentage of their sales) and non-standard, customer-specific products available to the marketplace much quicker. That had previously been very difficult to do; therefore, the ease of which the company can now reliably make these modifications is a huge gain for them.
- 4) **Improved customer experience.** In regarding UI, it was very hard to do tailored customer proposals in Oracle EBS. With the new solution, the company is able to provide a better presentation of the solution being offered vs. a simple BOM printout.

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## CASE STUDY HIGHLIGHTS:

**CUSTOMER:** High performance computing manufacturer.

**INDUSTRY:** High Tech Manufacturing

### BUSINESS CHALLENGES

Needed to streamline and simplify their lead-to-order cycle for a line of highly complex supercomputers.

### KESTE SOLUTION

The modern CPQ utilized Oracle CPQ Cloud to simplify the company's complex lead-to-order process by:

- reducing the time needed for configuring and quoting, significantly condensing the lead-to-order process.
- increasing the accuracy of the configurations, eliminating misshipments and reorders
- seamlessly integrating with Oracle EBS to ensure accurate order conversion and correct order fulfillment
- seamlessly integrating with Oracle CRMoD to not only provide a better user experience and boost user adoption, but to allow for the effective use of the customer master data (which was housed in Oracle EBS)
- streamlining new product rollouts and product update processes, allowing the company to focus on innovation and roll new products out which account for a large percentage of their quarterly sales.

### BUSINESS BENEFITS

- Time to define configuration rules reduced 700%.
- Baseline Configuration Build Times Reduced Exponentially. It used to take 50 steps to generate a basic configuration. With most parameters now set as defaults, sales users can get complete baseline configurations in less than 5 steps.
- Newly Developed Products Available For Immediate Sale. With the new "engineering mode", company is able to quickly make newly developed products (which make up a large percentage of their sales) and non-standard, customer-specific products available to the marketplace.
- Improved customer experience; provide a customized proposal vs. a simple BOM printout.

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