keste

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Keste Case Study:

Arconic CPQ

Arconic Inc., formerly Alcoa Inc., is an American S&P 500 corporation specializing in lightweight metals engineering and manufacturing. Their products are used worldwide throughout industries including aerospace, automotive, commercial transportation, and defense.

Challenge

Arconic Fastening Systems is the premier designer and manufacturer of aerospace and industrial fasteners, latches, bearings, fluid fittings, and installation tools. However, operating with an antiquated Configure Price Quote (CPQ) system threatened their place as a forerunner in an increasingly competitive industry. They had no existing consistency across their quoting systems, no past data visibility, offline approval process delays, manual reentry into multiple ERP systems, and inaccurate contract information. All this was further complicated by the multi-language, multi-currency aspect of Arconic's operations. The company was losing deals due to slow quote responses and having trouble with audits due to lack of available data.

Arconic recognized that this system needed to change immediately if they were to remain a forerunner in an increasingly competitive industry. They wanted a new system, one that provided a modern sales quoting experience and included both scalability and improved operational efficiency.

Solution

Keste presented a system using Oracle CPQ Cloud that would solve Arconic's core issues:

- A single quoting system across all business units that would enable response in as little as 1 hour for simple quotes and 2 days for complex quotes,
- Visibility of past deals to support current and future pricing decisions,
- Automated approval processes, and
- Reduction or elimination of manual processes and simplification of the audit process.

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Results

Based on forecasted company revenue and third party benchmarks Keste estimated the following annual benefits as a result of implementing the new CPQ system:

- 5% Revenue Increase
- .4% Increase in Win Rates
- 10% Reduction of Sales Support Admin Time