

# Quote to Cash Transformation

## Background

Lineage Logistics is the world's largest and most innovative provider of temperature-controlled supply chain and logistics solutions, with more than 5,500 employees and \$3B in revenue. Due to high growth from acquisition, Lineage needed to streamline their Quote to Cash process in preparation for IPO, leveraging CPQ & Billing capabilities.

## Challenges

- Unrealized revenue through missed opportunities to maximize rates
- Inefficient operations resulting in higher operating expenses due to manual entry and siloed or fragmented processes
- Inconsistent customer experience resulting in contract and invoice discrepancies
- Insufficient governance making it difficult to provide proper controls for non-standard and siloed offerings

## Solution

Lineage wanted to leverage a CPQ solution to optimize the quoting process for customers and leverage a Billing platform to improve the invoicing experience while increasing overall governance and controls.

## Results

- An automated quoting experience leveraging workflows and streamlined processes
- Improved analytics and insights that provide more clarity for internal decision-making
- Tighter controls through rules-based configuration that drive better governance across the organization
- Standardization of service offerings and pricing that improves efficiencies, and customer experience while maximizing margins
- A scalable solution that allows Lineage to continue growth while minimizing manual processes and inefficiencies

Proprietary and Confidential



## Industry

Logistics

## Organization Size

Enterprise - \$3B in Revenue;  
5,500 employees

## Products and Services

- Salesforce CPQ
- Subscription Billing
- Conga Quote and Invoice Generation
- Self-Service Community

## Integrations

- Workday

## Key Differentiator

Argano's ability to deploy the right team of CPQ and Billing experts, coupled with a strong program management and solution design team helped drive the program at a high pace while focusing on high-quality results.



"Thank you for your attention to detail, collaboration and consistent high-quality work. I use you as the gold standard in project management and running effective meetings with my team."

- Josh Mosgrove, SVP, Global Pricing & Revenue Management, Lineage