CUSTOMER EXPERIENCE SUITE

# Infor CloudSuite Configure Price Quote

## Close complex sales faster

Whether creating complex products or bundling existing products and services, the ideal buying experience should be fast, accurate, visual, and collaborative. From opportunity to cash, Infor CloudSuite™ Configure Price Quote (CPQ) makes it easier for the sales team, partners, and distributors to sell complex products faster and avoid costly errors. Because the solution makes CPQ capabilities central to the sales process, sales reps gain an enormous competitive advantage and a quicker path from engagement to conversion.

### Guarantee one vision

Nothing can hurt a deal more than a long, drawn-out sales cycle. That's why Infor® CloudSuite CPQ generates complete and accurate decision-making information, available as early in the process as possible to ensure customer confidence.

Generate prompt, error-free quotes without making the customer feel like they're being pressured—and close complex sales faster.

Brochure: Infor CloudSuite Configure Price Quote

## Generate long-term relationships

With Infor CloudSuite CPQ, customers can be fully involved in configuring or constructing the products they order, which increases the likelihood that they'll make a purchase. Selling with the help of CloudSuite CPQ can cement a sense of partnership, leading to long-term repeat business.

Infor CloudSuite CPQ makes it easier to:

**Become the brand distributors want to sell most**. Make it easy for retailers and other distributors to quote their own product add-ons and services in order to present a single integrated quote to the customer. As a result, the distribution channel can reach more customers and deliver better products and services.

**Accelerate new product introductions**. Manage transitions quickly and easily create new product offerings. Roll out new features and pricing electronically and according to an exact plan. Introduce minor product and price changes at any time to incorporate new innovations or adapt to new market demands.

**Upsell more effectively**. Sales reps receive tools to help them offer high-margin accessories and features that improve the profit-per-sale. As the order is configured, reps can see the projected profit, so they can make suggestions that meet margin objectives and customer requirements.

**Automate distribution instructions**. Dynamically create Bill of Materials (BOM) and kitted packing instructions on the fly and integrate with an enterprise resource planning (ERP) system to store these instructions with the fulfillment process. Generate 2D drawings and 3D models of products and assemblies to clearly show the final assembly area what to build. These dynamic instructions and drawings can reduce errors that can creep into even the most impeccably run distribution process.

## Build a stronger brand

Customers prefer manufacturers that provide innovative features that meet their needs. CloudSuite CPQ can help accelerate the pace of innovation by eliminating the need for engineering to provide low-value-add, repetitive selling assistance. Instead, engineering teams can focus more on high-value-add innovations in products, styles, services, and features.

Best of all, CloudSuite CPQ helps manufacturers differentiate themselves from the competition. By delivering exactly what the customer ordered—on time and at the right price—the sales channels will be able to sell more products, increase after-sales service, and generate repeat business.

## Deliver quality—again and again

Customers switch brands when an order is late and doesn't reflect the desired configuration. CloudSuite CPQ makes it possible to attain the same level of quality for make-to-order (MTO) and engineer-to-order (ETO) products that customers expect from products they can get right off the shelf.

In addition, CloudSuite CPQ can help ensure customers have made all the necessary choices and that the order submitted to manufacturing arrives on time and is built to the customer's exact specifications. By providing the perfect order, customers can avoid the time, effort, cost, and frustration caused by receiving the wrong product.

## Create a consistent buying experience

Customers interact with various people on the sales team when ordering. Whether they're exploring on the web, picking features on an iPad® in a retailer's showroom, or talking with a sales rep on the phone, CloudSuite CPQ ensures that products are represented the same way, every time. When the sales, field, and customer service teams work together, customers are reassured of a company's enduring quality.

CloudSuite CPQ can be used to capture the best sales strategies of experienced sales reps and share this knowledge with less experienced sales people, who can successfully guide a buyer through various options to make the sale. This can help significantly reduce the learning curve for new sales reps, so they can quickly attain better quote-to-order ratios.

## Reduce labor requirements

Create a rules-based BOM process to avoid labor-intensive creation of thousands or even millions of "star parts" with all possible combinations of product choices. Because the distribution instructions are recorded only once, it's easier to introduce product innovations faster and eliminate the production of price books. In addition, users won't need to rekey orders into your ERP system since they were already configured in the quote system. This can help dramatically reduce the labor required to fulfill an order.

## Guarantee fast and accurate orders

In today's market, both customers and distributors expect highly customized products to be delivered quickly, accurately, and cost-effectively. CloudSuite CPQ is designed for the business of tailor-made products, giving extended team members the power of visual, accurate, and fast ordering—at their fingertips.

Infor CloudSuite CPQ delivers:

- **An intuitive product configuration engine**—Capture knowledge about customizable products once, and then share with dealers and the sales team—on any device.

- **Comprehensive quoting and ordering system**—See what's being customized during quoting and ordering with detailed visualizations.

- **Auto-generated 2D and 3D product imagery**—Bring highly detailed products to life by allowing customers to confirm the product, its features, and add-ons.

- **Automated documentation**—Deliver personalized proposals, submittals, and other sales documents from virtually any application—on-premises or in the cloud.

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