



IBM_1416 Sterling_CPQ_Web_Page_Infographic

Final Mockup

November 18, 2014

Simplify Selling Complex Products and Services

A single, consistent platform for driving product/configuration, pricing, promotion, governance and fulfillment rules across customer and seller channels that enables a smoother, more robust experience.



Empower Enterprise

Growing Businesses Requires an Enterprise Configure Price Quote (CPQ) System

“Are you able to accurately define yourself and your customers?”



Your product, marketing, and pricing managers' efforts are void if the strategies they're setting based on available analytics don't exist within the execution system where buyers and sellers create offers. Now with IBM's CPQ, B2B organizations can set and control product, pricing, promotion, and strategies across multiple transaction channels. IBM CPQ's foundational participant model allows your business to configure an organizational structure that defines:

1. Which entities participate in your go-to-market operations.
2. Which business users can set product, pricing, and governance rules.
3. Customer and seller entitlements that shape the selling experience for channel sellers and buying experience for self-service buyers.

Engage Customers

Simplify product listing and ordering to speed up and increase quality customer service.

“Are your products listed in the best way possible to generate sales?”



Select & Configure

- IBM Product Configurator is the state-of-the-art guided selling tool that streamlines the configuration process and enables the seller to create the perfect order on site. Products and services can be configured and sold together.
- Sales teams can quickly become more productive with the guided selling solution to provide a better, faster service to customers of high-growth organizations.
- IBM CPQ seamlessly handles changing business needs by automating the manual process of publishing new services or changes to products.

Enable Efficiency

Simplify the selling of complex products and services to deepen customer relationships.

“Can your products and services be easily modified to fit the needs of your customers and sales organization?”



Price & Quote

- Empower sales teams to accurately price and quote simple-to-complex products using the customer-friendly quote templates and automated approval workflows for efficient and precise customer service.
- Improve profit margins by guiding sales professionals through the product recommendation, configuration, and pricing process, which includes promotions and upsell opportunities.
- Channel partners can differentiate themselves by adding their own products and services to a quote, providing a single quote to customers.

Streamline Service

Consistency in all customer interactions

“Does your sales organization have the ability to propose the right offer at the best time?”



Sterling Configure, Price, Quote provides customer engagement pre- and post-sales by enabling sales teams, customer service representatives, and channel partners to accurately find, configure, quote, propose, and order complex products and services. Automate the quote approval and negotiation process for streamlined customer service.

Partner Highlight

Salesforce.com and IBM CPQ

“Are you ready to leverage one of the most universal, scalable, and functionally deep solutions in the industry?”



Among the IBM CPQ partnership ecosystem is a strong customer with Salesforce.com. IBM recognizes that many of our customers leverage Salesforce's technology for their CRM needs and thus IBM has made great strides to seamlessly integrate the entire quote-to-cash process. Our clients enjoy the depth of IBM CPQ functionality along with their preferred CRM system and can be assured that IBM is taking ardent steps to further bolster our relationship with countless software providers to ensure even better integration in the future.

The IBM Difference

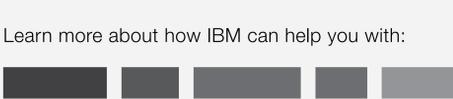
Only IBM provides a common platform of product, services, pricing, and promotion — controlled by business users — with IT involvement — that can be deployed across each go-to-market channel, while accounting for the unique interaction and governance requirements for each channel.

Supporting a wide range of industries

IBM Sterling, Configure, Price, Quote is a highly flexible application that can be molded to address complex business requirements across different industries. Today customers in Telecom, Manufacturing, Life Sciences, Services, Consumer industries are successfully using IBM Sterling CPQ to reduce cost, increase operational efficiencies and increase revenue.

<h4>Manufacturing</h4> <p>An American multinational that is helping set the standard in oil & gas equipment selected IBM CPQ because it provides for centralized control & governance while simultaneously affording decentralized delegated control to sales in the field. IBM CPQ also serves as a front-office system of engagement, unlike some competitor solutions.</p>	<h4>Telecommunications</h4> <p>A world leader in broadcasting and cable selected IBM's CPQ solution because its business owners found that, after pitting IBM's CPQ solution in a face-to-face comparison against competitive solutions, IBM's CPQ was best equipped to handle large volumes of orders and allow them to take ownership and build product and pricing strategies across industries and segments in one of the most complex business markets in the world.</p>	<h4>Engineering & Construction</h4> <p>A world leader in the manufacture of construction equipment chose IBM CPQ solution due to its breadth of offerings—from systems of engagement to systems of record. IBM CPQ afforded them the ability to have their enterprise become fully integrated and allow their systems to interact and all speak the same language.</p>
<h4>Electronics & Computing Hardware</h4> <p>An American manufacturer of software and hardware who specializes in packaging, mailing, and shipping services selected IBM CPQ because it offered them a single source of "truth" for all of their pricing rules across all channels.</p>	<h4>Software</h4> <p>A world-class leader in the design, manufacture, and sale of software selected IBM CPQ because it focused their sellers on selling instead of internal systems and processes.</p>	<h4>Security</h4> <p>A major American security company selected IBM CPQ because the IBM sales experience was a consultative one wherein IBM got into the trenches and became familiar with all of the business challenges they were actually facing and delivered a solution that solved those challenges.</p>

Learn more about how IBM can help you with:



Contact IBM

✉ Email IBM
 📞 Or call us at:
1-XXX-XXX-XXXX
 Priority code: XXXXXXX



SOMNIO

Thank you.