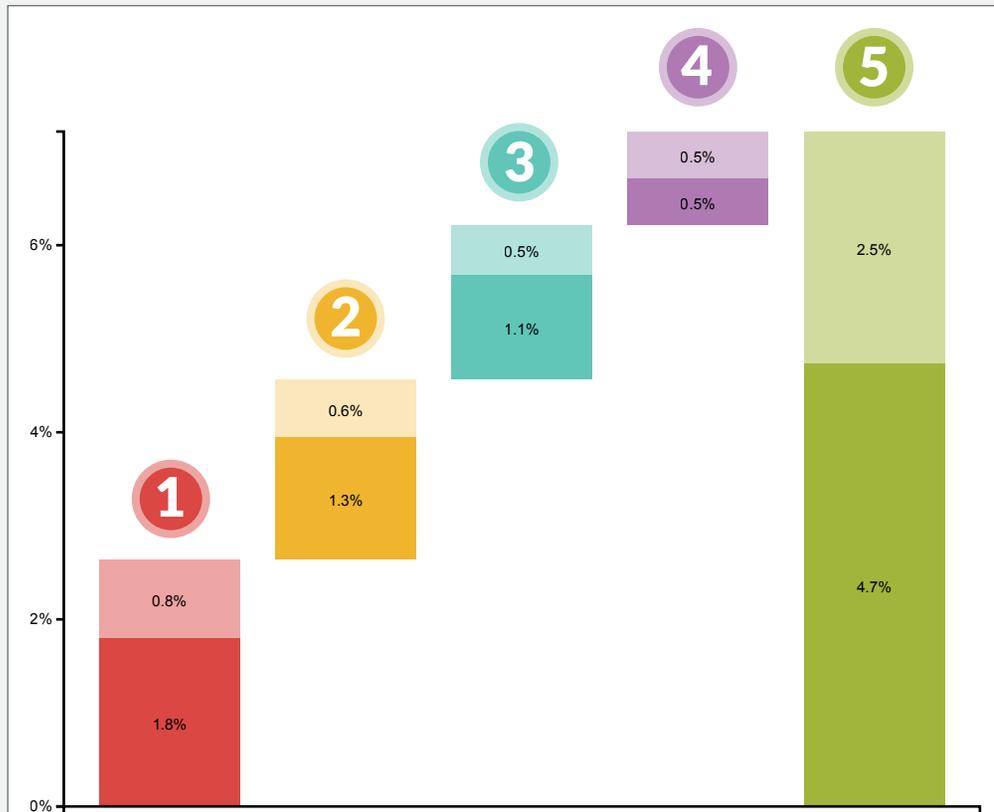


# THE VALUE OF CPQ EXPLAINED

[CLICK HERE TO GET YOUR CUSTOMIZED RESULTS](#)

Our CPQ ROI Calculator helps you assess the value of CPQ for your company. Answer six questions about your company, and instantly download our free

CPQ Value Assessment and Guide. Your final customized calculation will look similar to the graph shown below. Learn here what the graph represents.



We've used data on CPQ and non-CPQ enabled companies gathered by industry-leading analysts to create a scoring algorithm that determines the range of improvement you are likely to see if you adopt CPQ software based on the answers you provide.

1

## Sales Effectiveness

The first row in your graph represents the range of value your company can gain based on improved sales effectiveness. By using guided selling, centralized and up-to-date product and pricing information and quality control features, companies with CPQ can improve sales productivity and sales volume with less sales support.

2

## Integration of Sales, Marketing and Product Development

Your company can also find exceptional value by integrating sales, marketing and product development with CPQ. Industry-leading companies have used CPQ to track and act on what works, decrease speed to market and incorporate changes in real-time throughout the entire product cycle.

3

## Pricing Discipline and Margin Management

CPQ can drive your overall process improvement. With the following features—product rules engine, data-based pricing guidance, discounting guardrails and a standardized approvals process—companies find tangible value in better pricing discipline and margin management.

4

## Back Office and Supply Chain Efficiency

The value of CPQ continues to your company's back office and supply chain. CPQ-enabled companies find value gains by using CPQ to eliminate double handling of orders, ensure order accuracy, streamline order flow from close to plant floor and gain better insight into future sales for improved forecasting and purchasing.

5

## Total Value Range (ROS%)

The value of CPQ quickly adds up, and the total value range shows the overall improvement your company can see across all four categories. If you want to see these numbers customized for your company, please try the CPQ ROI Calculator for yourself. It's simple and insightful.