



# Grow your business with CPQ software

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Your innovation and acquisitions result in more product variety, more options, and more customizations—all of which can make your products more attractive to customers. But this variety can be difficult for sales reps, especially recent hires, to effectively sell. Manufacturers who sell customizable products are quickly discovering that the configure-price-quote (CPQ) systems used in their selling process have reached the limit for the complexity they can handle. Advanced configuring and quoting systems, such as Infor® Configure Price Quote (CPQ), address these challenges in industries including equipment, machinery, high tech, medical devices, specialty vehicles, boats, doors, windows, and more. Infor CPQ helps discrete manufacturers and distributors increase sales, reduce costs, and differentiate their brands.

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## Step up to product-focused CPQ

At its core, a sales configuration system ensures that sales reps correctly specify all of the customer's product needs. It determines the price for this customized product and prepares a customer quote.

But as CPQ has become more widely adopted, it's outgrown the technology and expanded to the complex product space, helping manufacturers tackle their needs by:

- Extending the quoting experience into their dealer and distributor network with a sales portal.
- Manufacturing the customized products by producing bills of materials and instructions dynamically and sending them to the ERP system.
- Creating 2D and 3D product models to allow sales reps, customers, and the shop floor to see the customized product.

### According to Gartner:

*"Configuration tools help salespeople assemble the appropriate product variations and combinations for qualifying opportunities and conducting needs assessment exercises, enabling salespeople to substantially reduce cycle times in responding to prospects' requests. These tools provide help to reduce quote errors, reduce rework and identify the appropriate product combination. Pricing engines and quoting systems aid salespeople by ensuring that they arrive at suitable pricing for specific product mixes or bundles, and that the details concerning initial estimates, confidence quotes and final quotes are represented accurately."*<sup>1</sup>

Aberdeen Group found that users of product-focused CPQ solutions "not only perform better around quota attainment and lead conversion efficiency metrics, but also around proposal volume, with 49% more (20.9 vs. 14.0) contracts, proposals, quotes, and RFP responses sent out to prospects and customers."<sup>2</sup>

Strategic actions like these increase the accuracy of the orders and help drive organizational efficiency.

The upshot: configure price quote software helps discrete manufacturers and distributors increase sales, reduce costs, and differentiate their brands.

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With Infor CPQ, leading manufacturers like Kansas-based Great Plains Manufacturing have been able to handle a 5x increase in sales volume with no additional resources, and

# reduce quote to order time by 50%.<sup>3</sup>

## Increase sales

Increasing sales is all about getting bigger, better, faster. Bigger orders and quote-to-order rates. Better win rates, better manufacturing, and better customer satisfaction. Faster quote times, faster product introductions, faster time to close sales.

### Consider the differences:

Manufacturer without a CPQ software system:

- Sales reps take days or weeks to gather everything they need to create a quote for a customer, extensively interacting with engineers and product specialists.
- With a new quote in hand, engineers spend several more days manually creating 2D drawings, 3D product models, and comprehensive proposals to the specification.
- A lengthy quality review process to ensure all the latest product revisions and pricing have been used, further extends the sales cycle. Or, results in an expensive process to re-work orders that have been incorrectly placed because errors snuck through the quoting process.

Manufacturer with a CPQ system in place:

- Sales reps are guided through the quoting process and the information and technical specifications they need are presented to them as they need it.
- Reps and dealers have simultaneous access to product and price changes, as they occur.
- 2D drawing, 3D product models, and comprehensive proposals are created automatically, as the quote is created.

CPQ software increases sales through a combination of strategies. It gets quotes to customers faster, and presents the quotes in a more compelling and professional manner. Improved quotes make it obvious how the customer needs are being addressed and inspires confidence that the products will be manufactured accurately. And Infor CPQ extends configuration tools to dealers and distributors throughout the manufacturer's sales network.

Aberdeen Group found that organizations with a CPQ system in place out-perform other companies.

### CPQ users out-perform other companies

Sales Effective Metric	CPQ Users	All Others
Percent of sales reps achieving quota	58%	46%
Overall team attainment of sales quota	56%	52%
Lead conversion rate	35%	30%
Average deal size or proposal value	\$432 K	\$211 K
Average number of proposals, quotes or RFP responses delivered per rep, per month	20.9 proposals/month	14.0 proposals/month
Average sales cycle	3.42 month	4.68 month
Average number of conversations or meetings per sales deal own	6.6 conversations/deal	7.1 conversations/deal

Source: Aberdeen Group, March 2013, [Aberdeen Blog](#) "Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale," Peter Ostrow, November 11, 2013.

## Reduce costs

Manufacturers look to configure price quote software as a means of increasing sales because that was the focus of the CPQ software they have outgrown. But CPQ software can also play a significant role in reducing costs. Infor CPQ reduces manufacturing costs and customer returns by perfectly specifying customer needs and then accurately creating customized manufacturing instructions. It frees up high-cost engineering resources to focus on innovation. And it reduces the manual effort needed for product changes and to push quotes through the system.

## Manufacturing costs

Infor CPQ reduces manufacturing costs through a two-pronged approach. First, it aims to capture a “perfect order,” which exactly describes the customer’s need. It builds technical specifications and engineering knowledge into the quoting process so the sales rep doesn’t make mistakes. And it provides clear documentation so customers can easily confirm the customized product matches their need. Second, Infor CPQ aims to eliminate all manufacturing errors. It dynamically creates customized bills of materials and routings as the order is taken and then automatically sends them to the ERP system without manual re-keying. This eliminates the possibility of errors creeping in through the manual BOM creation process, or because BOMs had been pre-setup but product changes had not been applied prior to the order being taken. Finally, Infor CPQ system creates the 2D and 3D models the shop floor uses during manufacturing.

## Engineering costs

Engineering costs are reduced by re-directing engineering resources from sales support to innovation. Infor CPQ captures engineering expertise once, up front, so far less engineering support is needed deal by deal. Reducing engineering support in the sales process has the added benefit of freeing engineers to what they do best—focus on product innovation.

## Manual data entry and CAD costs

Infor CPQ reduces costs by eliminating redundant, manual data entry. It eliminates the initial manual creation of thousands of BOMs and routings corresponding to all potential product combinations. Since Infor CPQ automatically generates bills of materials and routings, it eliminates the cost of manually defining and maintaining manufacturing data for each order. And it automatically sends the customized orders to the ERP system, eliminating the manual duplication of order information from the sales system to the manufacturing system. Customized CAD models are also generated without manual drawing during the quoting process.



## Differentiate the brand

Manufacturers differentiate their brand throughout their selling network in three specific ways: great service, high quality, and innovation. Strong associations with these aspirations increase the chances a customer will buy your products the first time, pay more for them, refer you to others, and keep coming back.

Infor CPQ helps manufacturers execute their brand strategy by reinforcing these three concepts in your customers' minds during the selling process.

## Great service

Great service starts with speed. With Infor CPQ, sales reps have everything they need to smoothly guide a customer through the buying process. Infor CPQ also helps shorten order delivery times. Customers don't have to wait for manual processes to be completed before manufacturing can begin, so they get their products faster.

Beyond speed, great service entails making it easier for customers to do business with you. With Infor CPQ, customers don't have to wade through catalogs—product and pricing information is easy to access and always accurate. They don't need to download any particular software, since Infor CPQ is web-accessible. And visualization tools make it easier for customers to see what their configurable products will look like, during the quoting process—not after delivery.

## High quality

First-time customers don't know if your products are high quality. So the professionalism of the quoting process and documentation is vital. To establish quality, your customers need to believe that all their orders will be perfect orders—every product will arrive exactly as they specified, and it will work. Infor CPQ builds this confidence by providing a structured way to ask buyers about their needs and to present them with options in a logical flow.

Customers also need perfect, professional bid documentation. When all of the specifications have been recorded, Infor CPQ automatically creates a detailed quote document and assembles it with all necessary supporting documents in a comprehensive bid pack. The customer will have high confidence that the order is exactly right. But all of this means nothing, unless the customer is getting perfect products, delivered on time. Infor CPQ helps on both fronts by automating the creation of a BOM and manufacturing instructions, which helps ensure that products are manufactured right, the first time.

## Innovation

Infor CPQ helps companies innovate by enabling fast engineering changes, and allowing engineers to spend more time innovating—rather than selling. When quoting is in sync with product engineering changes, sales reps and dealers can quote new product features as soon as they are ready. And model year changeovers happen smoother than ever.

Infor CPQ captures the engineering knowledge that sales reps need to produce accurate quotes so they can take orders with little to know intervention by engineers. This frees up engineering capacity to improve products and introduce new product lines—a much more productive strategy. All this helps build customer satisfaction, and a satisfied customer is more likely to be a repeat customer. This sort of loyalty is what helps build brand differentiation.

## About Infor CPQ

Infor CPQ gives manufacturers and distributors the tools to streamline the selling and production of their configured products. By creating compelling web experiences, quotations, and accurate orders with dynamic bills of materials and routings, the solution helps manufacturers increase revenue, reduce costs, and differentiate their brands in the marketplace.

At the heart of Infor CPQ is the Infor Product Configurator, which allows manufacturers to capture all knowledge about their customizable products, guiding even new sales reps to quote more successfully. The Product Configurator provides a consistent customer experience by representing products the same way, whether product configurations are accessed from ERP, CRM, the web, or through the Infor Sales Portal.

Manufacturers can focus dealers and distributors on their products by providing access to the Infor Sales Portal, where they can easily create comprehensive quotes with both the manufacturer's customized products and the dealer's add-on accessories and services. Product and price changes are automatically updated in the web-based portal without sending catalogs and files to manually apply. Dealers can produce professional quotes and customized sales documents according to the manufacturer's standards, but with branding and pricing in line with dealer preferences.

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Gorman Rupp, an Ohio-based pump manufacturer, increased the frequency and size of its parts orders with Infor CPQ, reducing the time to create an accurate proposal from

**3 weeks to  
15 minutes.**

## Are you ready for CPQ?

If you're a manufacturer of configured products, and the CPQ system you use in your selling process can't handle the complexity of your offerings, it's time to consider a step up to Infor's advanced CPQ solution software.

With Infor CPQ you get the tools you need to increase sales, reduce costs, and differentiate your brand.

Learn more about  
configure price quote software



1. Gartner MarketScope for Configure, Price and Quote Application Suites, Praveen Sengar, May 2, 2013.
2. [Aberdeen Blog](#) "Configure-Price-Quote: Best-in-Class Deployments that Speed the Sale," Peter Ostrow, November 11, 2013.
3. "Great Plains increases sales and improves operations with Infor Sales Portal and Product Configurator," Infor, 2013.

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