



# Infor Configure Price Quote

## Close complex sales faster

Nothing can hurt a deal more than a long, drawn-out sales cycle. With complete and accurate decision-making information, available as early in the process as possible, your customers can feel more confident about doing business with you. The key to closing complex sales faster is being able to generate prompt, error-free quotes without making the customer feel like they're being pressured.

## Guarantee one vision

Whether you're creating complex products or bundling existing products and services, your sales team, partners, and distributors must have the right tools to provide the ideal buying experience to customers—one that's fast, accurate, visual, and collaborative.

With Infor® Configure Price Quote (CPQ), you can sell complex products more quickly from opportunity to cash, eliminating costly errors and speeding up the sales cycle. Because the solution makes CPQ capabilities central to your sales process, you can give your sales reps an enormous competitive advantage and a quicker path from engagement to conversion in your customer's journey.

Infor CPQ can help you create a more successful and productive sales process.

## Generate long-term relationships

With Infor CPQ, you can get your customers 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 Infor CPQ can cement a sense of partnership between you and your customer, which can lead to long-term repeat business.



### With Infor CPQ you can:

**Become your dealers' favorite.** 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. You'll become the easiest brand for them to sell. As a result, your distribution channel can help you reach more customers and deliver better products and services.

**Accelerate new product introductions.** Manage transitions quickly and easily as you create new product offerings. You can roll out new features and pricing electronically and according to your exact plan. You can also 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 BOMs and kitted packing instructions on the fly, and integrate with your ERP system to store these instructions with the fulfillment process. You can also 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.

## Strengthen your brand

Infor CPQ gives you the tools you need to differentiate your company from your competitors. By delivering exactly what the customer ordered—on time, at the right price—your sales channels will be able to sell more products, increase after-sales service, and generate repeat business.

### Innovate faster to deliver the perfect order

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

### Deliver quality—again and again

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

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

Lastly, Infor CPQ accurately captures customer requirements and presents them for confirmation. In addition, the solution automates the creation of the BOMs and distribution instructions to build each product, and can send them directly into your ERP system. In addition, you can add your visual renderings and CPQ technology to Infor ERP systems as well as incorporate them with third-party systems.

### Create a consistent buying experience

Customers interact with various people on your 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, Infor CPQ ensures your products are represented the same way, every time. When your sales, field, and customer service teams work together, customers are reassured of your company's enduring quality.

You'll be able to capture the best sales strategies of your 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 you significantly reduce the learning curve for new sales reps, so they can quickly attain better quote-to-order ratios.

### Reduce labor requirements

You'll be able to 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, you can introduce product innovations faster and eliminate the production of price books. In addition, you 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. This robust solution is tailor-made for the business of tailor-made products, and can give your extended team members the power of visual, accurate, and fast ordering—at their fingertips.



### Infor CPQ delivers:

- **An intuitive product configuration engine**—Capture knowledge about your customizable products once, and then share with dealers and your sales force—on any device.
- **Comprehensive quoting and ordering system**—See what you're customizing during quoting and ordering with detailed visualizations.
- **Auto-generated 2D and 3D product imagery**—Bring your 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-premise or in the cloud.

Learn more about Infor Configure Price Quote (CPQ)

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