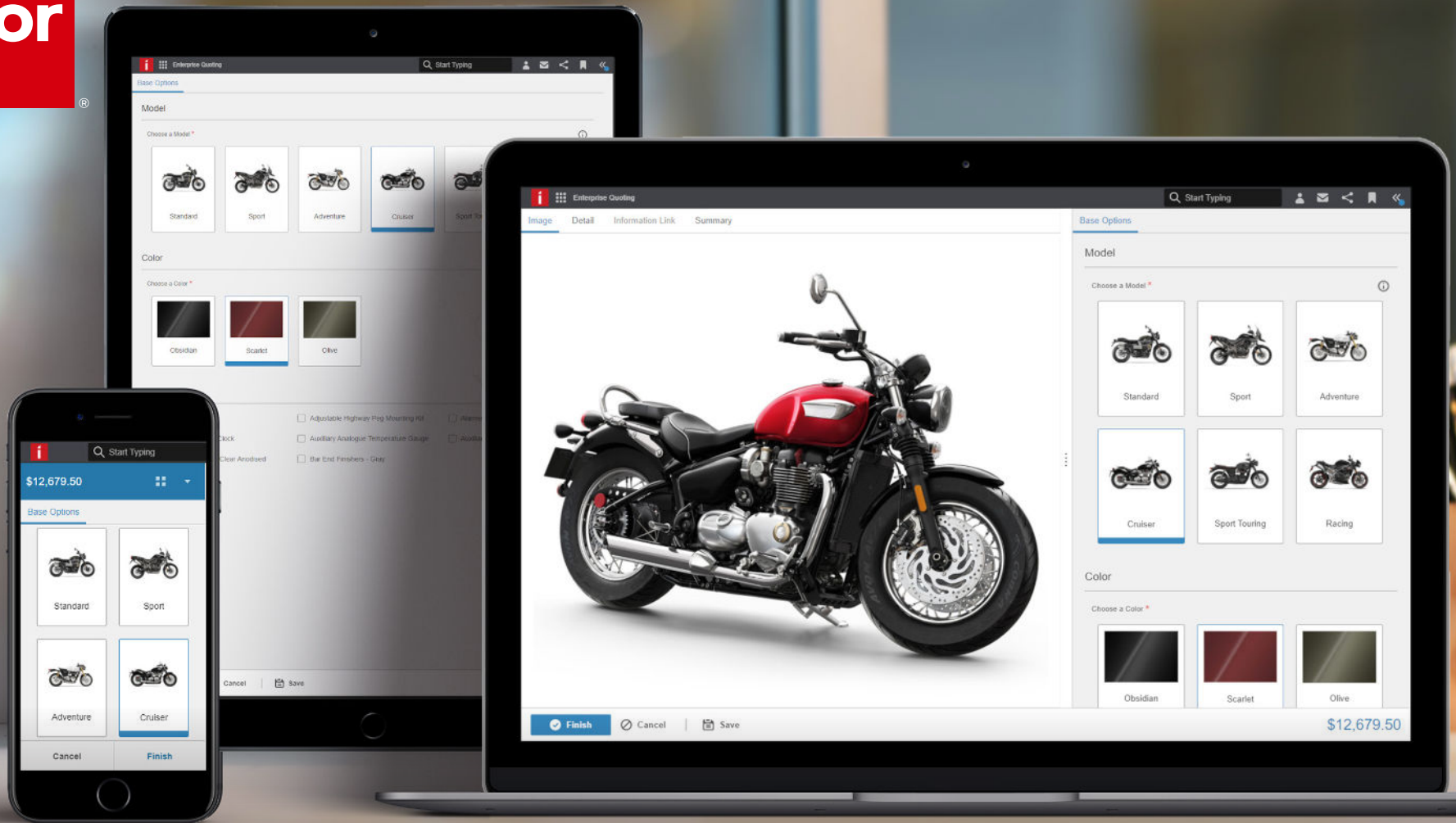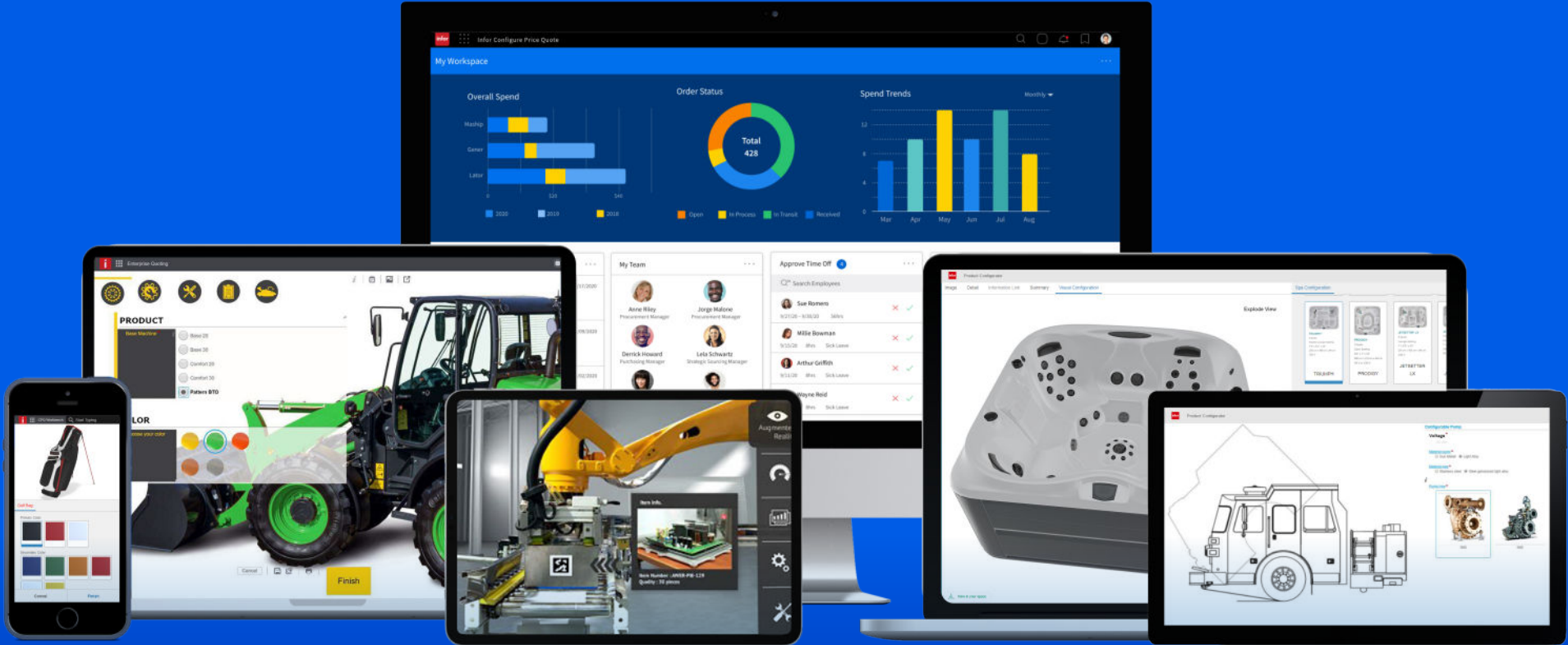CONFIGURE PRICE QUOTE

CPQ reinvents the buying experience

The way you sell can be as important as what you sell

Anytime, anywhere

How you sell can be as important as what you sell

Today's buyers crave compelling experiences. It's just as true for a B2B buyer in the market for a complex product as it is for a consumer browsing a retail site. Retail e-commerce has forever changed the expectations game. B2B buyers now want the same choice, the same convenience, and the same personalization that they get as consumers. But the challenge is that most sellers are great at building and distributing products, not creating experiences.

Not anymore. Infor CPQ flips the script on the age-old wisdom that the B2B sales cycle should be a buttoned-down, by-the-book process. It brings products to life through interactive, dynamic, real-time, 3D engagement. Your customers can pick the options they want—from the simplest to the most complex configurations—then generate reliable specifications, obtain estimates, and place their order.

By empowering customers to customize your products and generate their own quotes and orders, Infor CPQ transforms the sales cycle into an experience. That's unique and personalized. It builds your brand, accelerates the quoting process, and removes the friction and delays from the sale. It generates standard and unique SKUs, accurate bills of material, routings, shop orders, CAD drawings, and model assemblies based on the user's input—versus an awkward, time-consuming back and forth between the customer and the design/engineering teams. Most importantly, the timeline between interest and purchase is drastically shortened, reducing the risk of losing the sale.
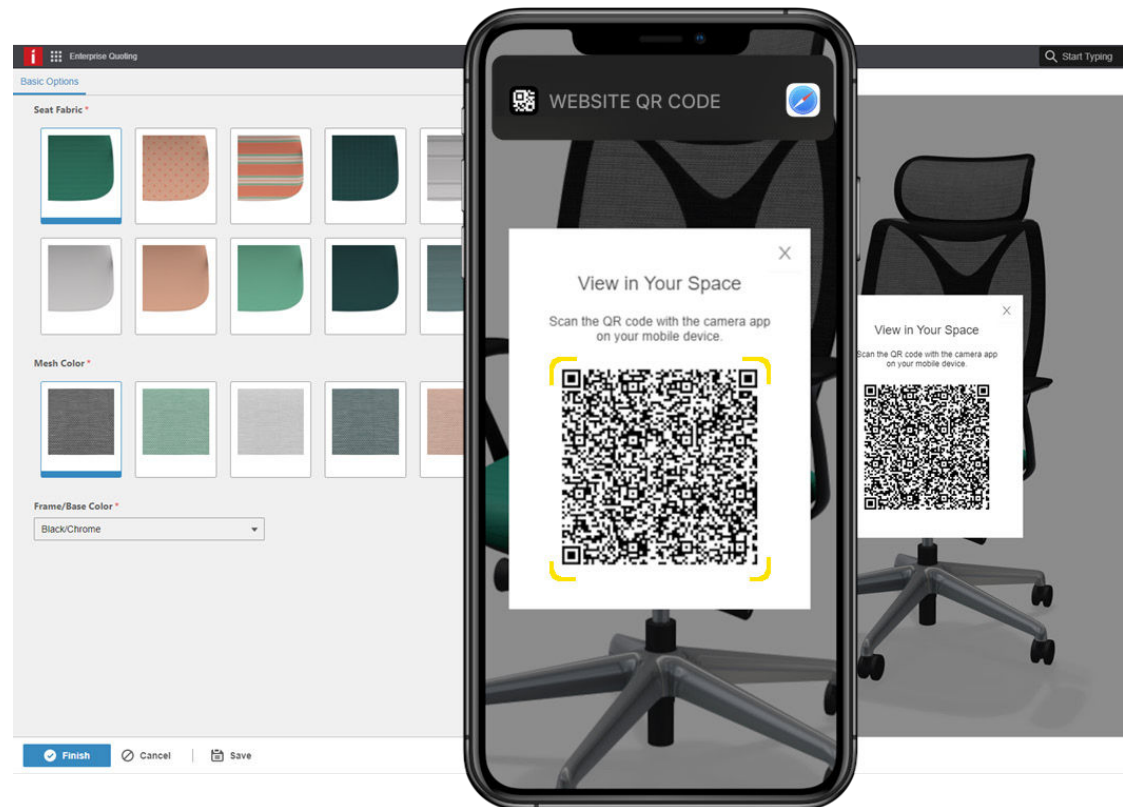
Capture immediate interest with a strong visual story

Why is making a compelling first impression so critical to success in today's market? It's an important question. The answer is that you have a small (and shrinking) window of opportunity to capture a buyer's interest and get them to take the next step in the journey. You must engage a potential buyer fast and keep them engaged by building on that initial interest.

83%

Point to product images as the most influential factor in their purchasing decisions.[1]

Source: eMarketer

50%

Identify specific solutions before reaching out.[2]

Source: Miller Heiman

75%

First-time users will continue using digital channels.[3]

Source: McKinsey Digital

Built for a new era of sales challenges

It's tough out there

Today's sales and marketing pros have to work together more closely than ever to bring products to market faster and engage buyers. And they face a new slate of challenges where the old rules for success don't apply.

- **The empowered buyer**—Today's buyers are in the driver's seat. They have instant visibility into product availability, pricing, and delivery windows. With access to a worldwide selection of providers, they also have more options than ever before, and the barriers to switching providers are lower than ever. In other words, buyers have the power to set the terms of an engagement. And they expect attentive care.

- **Increasingly complex products**—Even a relatively simple product can have thousands of potential permutations. A drawn-out process of zeroing in on the right product and combination of options can frustrate a customer, even with the guidance of an expert salesperson.

- **A more fluid sales cycle**—There's no longer such a thing as a predictable sales cycle. Buyers don't move in an orderly way from point A to point B. Some have done their homework up front, others are starting from scratch. Some know what they want, others are exploring their options. They can start a transaction in one channel and complete it in another. You must be prepared to adapt to the cadence they set, and you have to offer the same tools and options in each channel.

- **The battle for differentiation**—It used to be that you could build your brand around your product. But subtle differences in your offering versus your competitors' aren't always enough to help you stand out in today's crowded market. You need to give customers a reason to do business with you beyond feature-function alone—starting with an experience that blurs the lines between marketing and sales.

- **Faster product launch cycles**—Companies are under pressure to get new products in the hands of customers faster to capitalize on the brief period before the competition catches up. They can't afford the delays caused by cumbersome processes and disparate back-office systems that slow time-to-market.
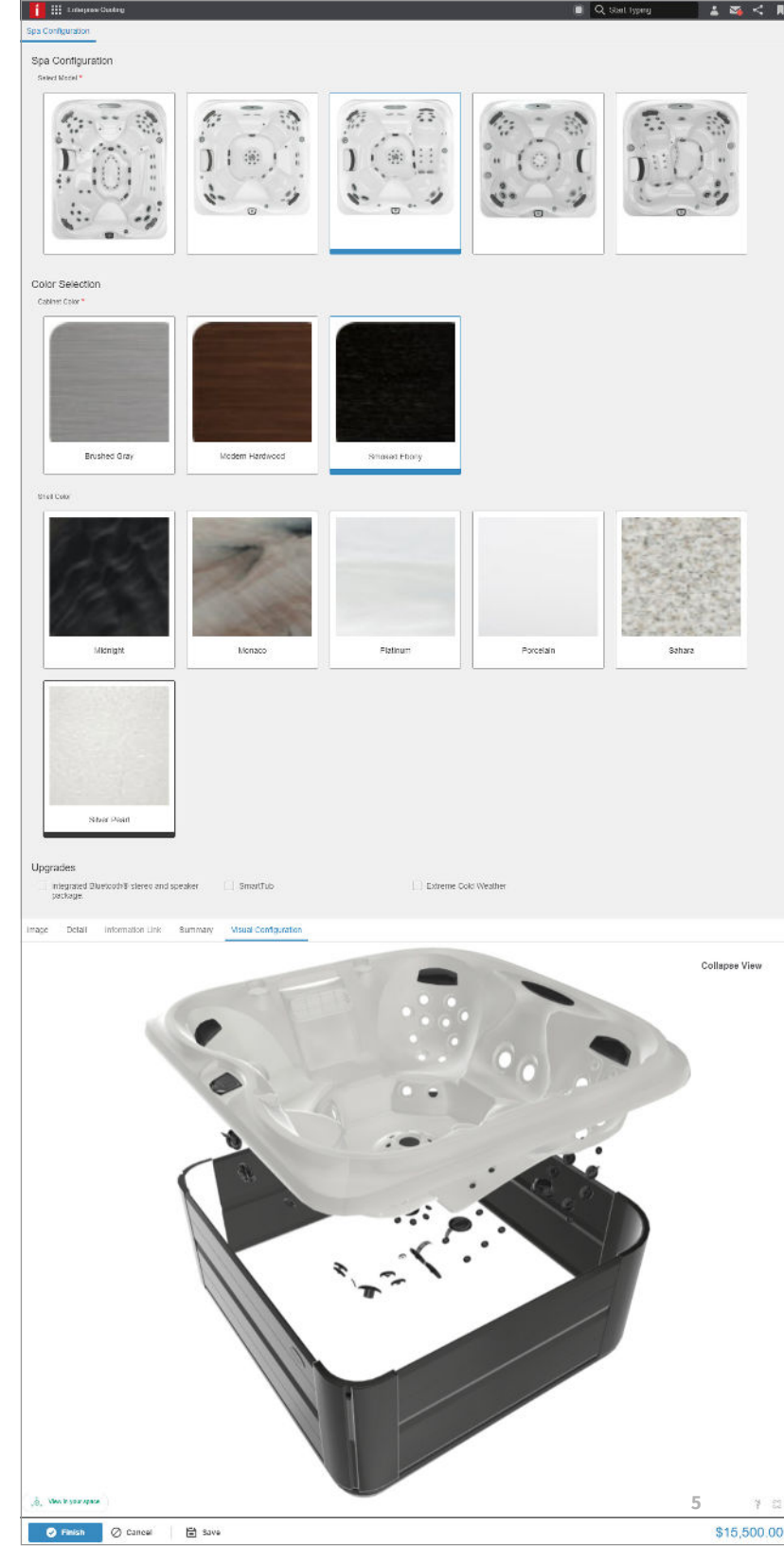
Making buyer engagement more compelling

By giving customers the chance to see and craft their own products, Infor CPQ grabs their attention. It engages their curiosity. It makes the buying process memorable—whether the buyer tailors the product themselves on their device, on a tablet in the showroom, or over the phone with a salesperson.

■ **86% of buyers are willing to pay more for better customer experience.**[4]

Reinvent your sales process

Here's how Infor's solution can help you tackle today's market challenges and reinvent the way you sell across channels.

Translate initial interest into ongoing engagement

Infor CPQ features dynamic 3D and 2D product imagery generated based on customer input of design selections. This rich interactivity helps turn passive browsers into interested buyers and ensures that you make a memorable impression in the early phases of the sales cycle.

Turn customers into collaborators

The act of configuring their own product with Infor CPQ empowers customers. They become active participants in the sales cycle and can envision how the end product will look and perform. In essence, they become their own product designers.

Automate sales expertise

Infor CPQ can capture the insights and best practices of your most experienced sales reps and guide buyers through the sales cycle in the most effective way. You create better experiences for customers, flatten the learning curve for new sales reps, and generate more quotes faster.

Pivot to building relationships

What happens to your sales team in a world where customers can select products and options themselves as well as generate their own quotes and orders? Salespeople have more time to nurture relationships, work directly with customers, and focus on those issues that require their unique skills and expertise.

Create transparency, foster trust

Because Infor CPQ delivers reliable pricing based on the customer's selections, customers know exactly what they're getting and projected costs. It eliminates surprises and helps build the trust that's essential to an ongoing relationship.

Deliver what you promise, every time

With Infor CPQ, customers can only configure products that you can deliver. Through seamless integration with critical back-end systems, the solution dynamically generates the right SKUs, order information, bills of material (BOMs), routings, and kitted packing instructions for each new order. With dynamically generated 2D drawings and 3D CAD models of products and assemblies, the shop floor knows exactly what to build and how to incorporate the customer's chosen options and specifications.

10x
Faster quote generation

40%
Increase in quote volume

90%
Reduction in quoting errors

95%
Fewer order errors

75%
Reduction in training time

65%
Decrease in quote labor time

40%
Conversion increase w/3D interactive

80%
Faster quote cycle time

78%
Touchless order conversion

* Statistics captured from multiple customer case studies.

> **Infor CPQ supports every part of our business from interest generation and capture, through quoting, order conversion and order fulfillment. The visual experience from the kiosks in the showroom has been a real game changer for us. We've kept our costs down because we chose an enterprise CPQ solution that is the best in the market for discrete manufacturers."**

FRANS J. BEERKENS
Director, CIO/CDO, FETIM GROUP

FETIM GROUP

Help customers see you in a whole new way

It may be a cliche, but it's true—seeing really is believing. With Infor CPQ, your customers not only see how your product meets their needs, but they can configure the specific features of the product themselves, selecting from pre-approved options and specifications.

More than 80% of buyers say that product images are the top influence in their buying decisions.[1] Infor CPQ helps buyers to visualize the finished product for themselves, and to see exactly what they want. And it offers some other compelling advantages:

- **Available anytime, anywhere, on any device**—Your customers can engage with your brand by configuring your product from their phone, desktop, or tablet.

- **Integration to the back office**—Infor CPQ is more than a generator of compelling 3D and 2D product images. Integration with the back-office enterprise systems ensures that the customer's configuration can be built and shipped on time, as promised.

- **Track trends and customer preferences**—Through integration with Infor's enterprise analytics and artificial intelligence capabilities, Infor CPQ can help you spot the trends and tendencies in buyer choices. You can identify your most popular configurations and refine your go-to-market strategy based on that insight.

■ **#1 overall rating in Gartner peer review for Manufacturing.**[5]

Make every experience count

Ready to see the power of experience-driven engagement up close? Schedule your Infor CPQ demo today.

SEE DEMO ↗

1. eMarketer: "**The digital shopper: Insights into Today's Most 'Connected' Customers,**" March 2018.

2. Miller Heiman: "**Study: Half of B2B Buyers Make Up Their Minds Before Talking to Sales Reps,**" June 2018.

3. McKinsey Digital: "**The COVID-19 recovery will be digital: A plan for the first 90 days,**" May 14, 2020.

4. **Customer Engagement Statistics In 2021**, Outgrow.co.

5. Gartner Peer Insights, "**Oracle CPQ vs Infor Configure Price Quote vs Salesforce CPQ,**" Gartner (gartner.com), October 27, 2021.

infor Gold Channel Partner
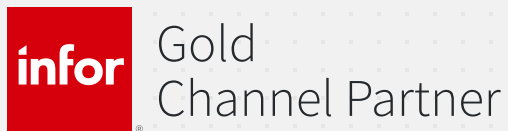
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About Infor

Infor is a global enterprise leader in business cloud software and a strategic technology partner for more than 65,000 enterprise and SMB companies. Enterprise software solutions that are built for the cloud, built for your industry. From manufacturing to healthcare to retail and fashion, we cover all industries and have ERP end-to-end solutions that are brought together by artificial intelligence technology.

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