CPQ Defined

Configure/Price/Quote solutions enable selling organizations to manage their opportunity-to-order (or lead-to-win) processes with automated tools that impact the speed and accuracy of developing quotes, proposals, and contracts.

Gartner Action Item

Explore CPQ opportunities for iPads with functionality for guided selling and for generating quotes and proposals.

Gartner Research, "iPads: Their Impact on the Top Six Sales Processes" by Michael Dunne, June 2011

The Cameleon iPad app is

Available on the App Store

Seal the Deal Anywhere with the **Leading Mobile CPQ Solution** Designed for Salesforce CRM

Challenged to boost sales and marketing effectiveness in an increasingly "anytime, anywhere" environment, companies with distributed, mobile workforces are benefiting from cloud-based solutions like Salesforce CRM.

Salesforce.com with its vision of the social and mobile enterprise has clearly revolutionized the way companies connect with customers. However, Salesforce.com does not offer a comprehensive Configure/Price/Quote (CPQ) functionality.

iPad Compatibility Makes the Solution Even More Powerful

Analyst firms have been following the popularity of the iPad among field sales organizations, and Gartner recently studied how the device might impact six top sales processes.

A research report revealed that iPad-based CPQ solutions would have a high impact on organizations that need "to capture requirements, position products, assemble deals, generate proposals and quotes, and modify deals over the course of negotiations."

The Inherent Value of CPQ

Enterprise businesses that want to accelerate sales—especially of complex products and services—are good candidates for robust CPQ solutions.

By automating the proposal generation process, increasing accuracy, and making it possible to respond more quickly to changing market conditions, the guided selling capabilities of CPQ solutions streamline sales cycles and improve overall win rates.

According to a March 2012 Analyst Insight from Aberdeen Group, *Lead-to-Win 2012: Managing People, Process and Technology to Optimize the Last Mile of the Sales Cycle,* the integration of a CPQ in the CRM is a Best-in-Class Step to Success and should be done ASAP. "The benefits of joining these two technologies together are many, both for sellers - more streamlined auto-population of product, contractual and RFP document specifics - and buyers, who will receive a more accurate, crisper and professional proposal less likely to go through as many of the kind of corrective adjustments or iterations that slow the sale and undermine the credentials of the seller."

Extend Your Salesforce CRM with Cameleon's Multichannel Multi-device CPQ

While Salesforce CRM offers built-in quoting capabilities, they're limited in scope and suitable only for organizations with basic needs.

For companies with complex product and/or service offerings, Salesforce.com and Cameleon Software offer a robust, seamlessly integrated CPQ application with advanced functionality.

When do you Need a CPQ Solution?

Requirement	Salesforce	Cameleon
Basic Quote Management	✓	✓
Document Representation of Quote	✓	✓
Sync Quote with Opportunity	✓	✓
Complex Product Definitions *(e.g. Product Bundles/Product Hierarchies/Attributes)*		✓
Hierarchical Product Catalog		✓
Guided Product Selection		✓
Constraints Based Product Rules *(e.g. Memory Card X is not available with Motherboard Y)*		✓
Volume Pricing		✓
Promotional/Offer Pricing		✓
Dynamic Pricing Rules		✓
Proposal Generation		✓

Cameleon^{cloud} CPQ is a multichannel multi-device solution that gives salespeople access to product and pricing information, a product and service configurator, a quoting tool, and even a proposal generator.

The Cameleon solution embeds Force.com and leverages powerful configuration engines. It helps you save time and avoid risk since it runs within Salesforce CRM and is integrated with the client and partner portals. Moreover, the solution is social (Chatterized) and mobile through the Cameleon iPad app.

Special packages are available to get Salesforce CRM users up and running with a complete CPQ solution in as little as 90 days, with minimal, if any, need for assistance from Cameleon experts to manage the solution on an ongoing basis.

Being able to close more deals more quickly results in additional revenue that not only justifies the CPQ solution, but also the CRM solution as a whole.