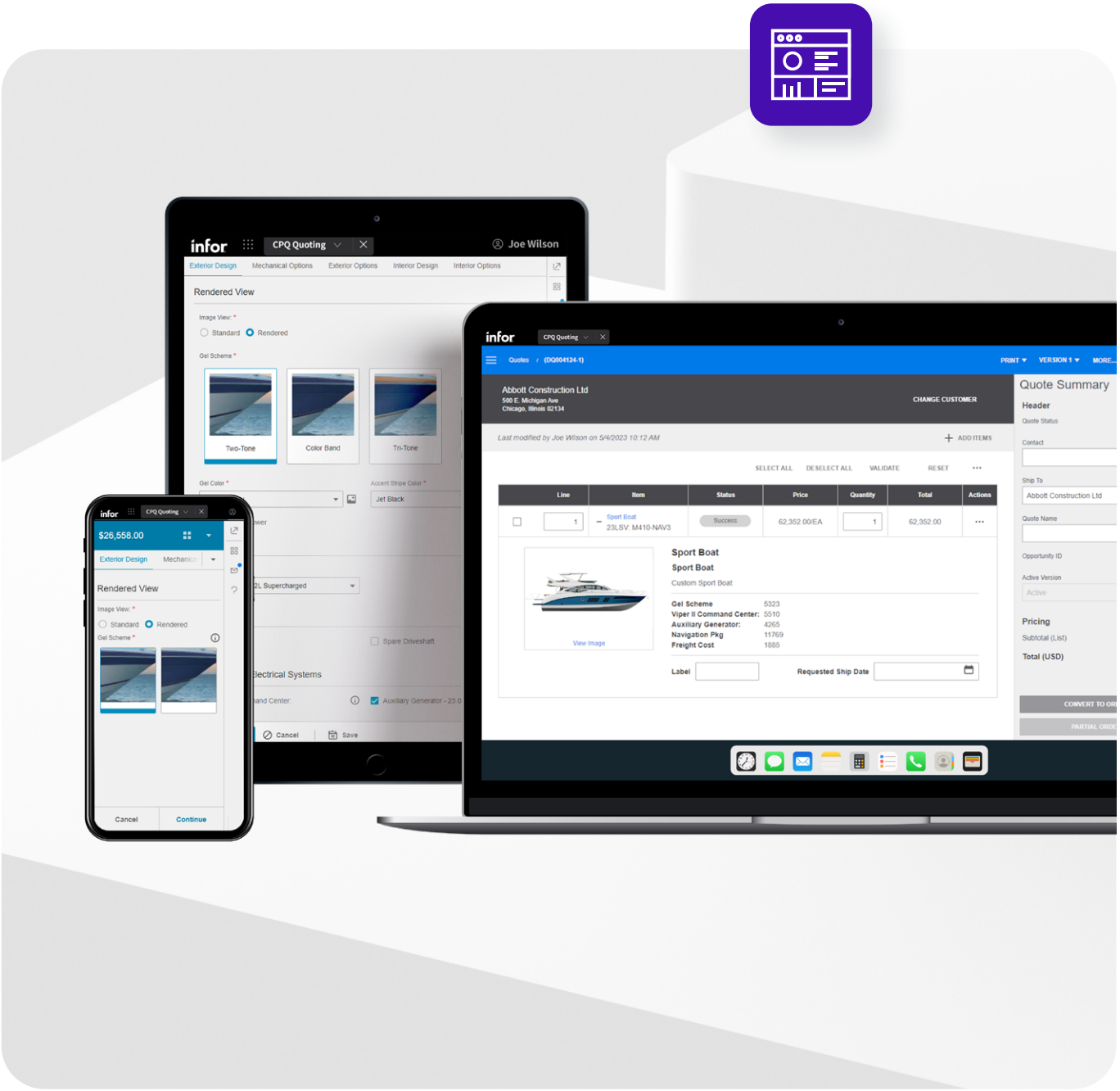
BROCHURE

Infor CPQ

Close complex sales faster



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Guarantee one vision from interest to cash

Whether researching options, creating complex products, or bundling existing products and services, the ideal experience must be visual, fast, accurate, and collaborative. From interest generation to cash, Infor CPQ enables any user—a customer, salesperson, distributor, dealer—to select, specify, quote, and order products faster to win the business, as well as avoid wasted time, duplicate activities, costly errors, and frustration for both internal and external users.

Infor CPQ makes it easier to:

Increase the number of quotes

Make it easy for any user to quote products, add-ons, and services in order to present a single, integrated quote to the customer. As a result, your sales channel can reach more customers and deliver better products and services.

Accelerate new product introductions

Manage transitions quickly and easily create new product offerings. Roll out new features and pricing electronically and according to an exact plan. Introduce minor product and price changes at any time to incorporate new innovations or adapt to new market demands.

Automate manufacturing instructions

Dynamically create bill of materials (BOM) and kitted packing instructions on the fly, and integrate them with an enterprise resource planning (ERP) system to store these instructions with the fulfillment process. Generate 2D drawings and 3D models of products and assemblies to clearly show the final assembly area what to build to reduce errors that can creep into even the most impeccably run manufacturing process.

Upsell more effectively

Sales reps receive tools to help them offer high-margin accessories and features that improve the profit-per-sale. During selection, configuration, and pricing, reps can see the projected profit, so they can make suggestions that meet margin objectives and customer requirements.

Rich visual images and digital persuasion add value

Ensure your products get included as an option

From the start of a user's research and selection through to the purchase, it is imperative that your products are visible to a potential buyer.

70% of B2B buyers fully define their needs on their own before engaging[1]

50% identify specific solutions before reaching out[1]

83% of buyers point to product images as the most influential factor in purchasing decisions[2]

1. PRWeb, Study: Half of B2B Buyers Make Up Their Minds Before Talking to Sales Reps.
2. eMarketer, The digital shopper: Insights into Today's Most 'Connected' Customers.

DAIKIN

“CPQ has reduced our configurators’ overhead by **50%**, allowing us to execute faster with fewer issues.”

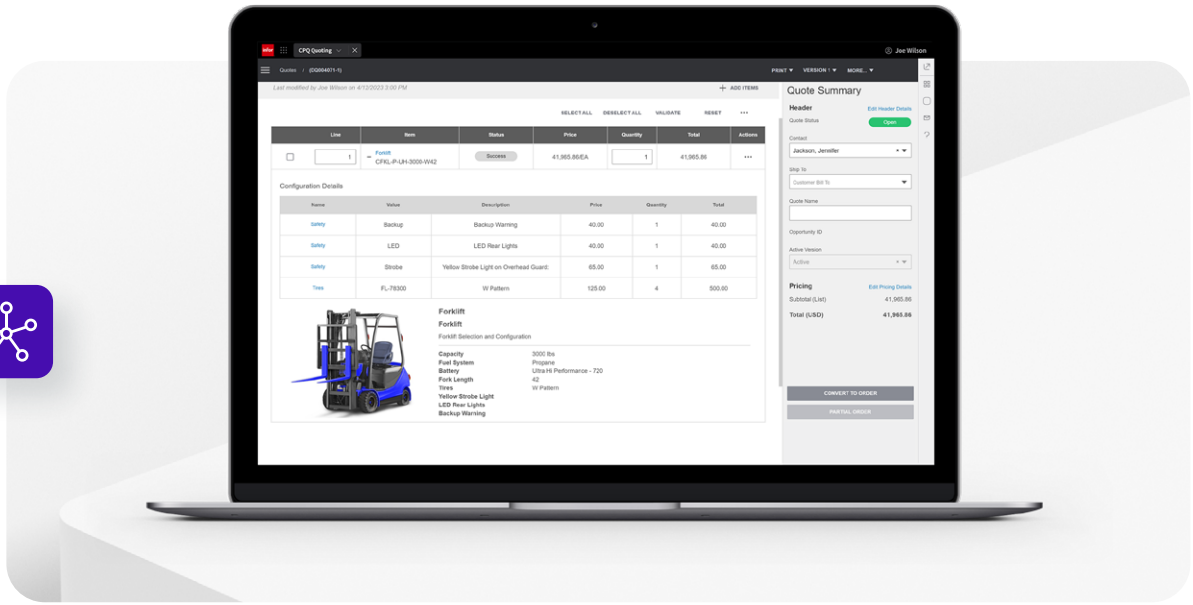
Bill Nelson
Director of Engineering, Daikin Applied Americas

Provide a great experience for any user

Users interact with various people and technologies when quoting and 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 that products are represented the same way, every time. When sales and customer service teams work together, customers are reassured of a company's accuracy and enduring quality.

Infor CPQ can be used to capture the best sales strategies of experienced sales reps and share this knowledge with less experienced salespeople, so they can successfully guide a buyer through various options to make the sale. This can help significantly reduce the learning curve for new sales reps, so they can quote faster and attain better quote-to-order ratios.

A rules-based BOM process helps to avoid the labor-intensive creation of thousands or even millions of "star parts" with all possible combinations of product choices. Because the manufacturing instructions are recorded only once, it's easier to introduce product innovations faster and eliminate the production of price books. In addition, users won't need to rekey orders into the ERP system since they were already configured in the quote system. This can help dramatically reduce the labor required to fulfill an order.



RIVERHEAD BUILDING SUPPLY

"Our sales have increased at least **25%** by using the CPQ software"

Jeffery Bailey
Vice President, Information Technology, Riverhead Building Supply Corporation

Configure your way to success

Build a stronger brand

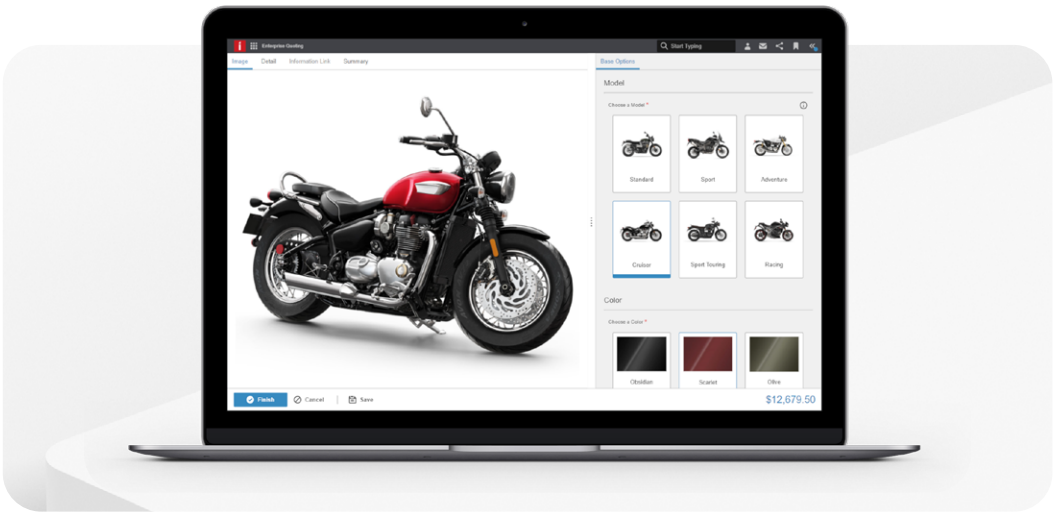
Customers prefer manufacturers that provide innovative features which meet their needs. Infor CPQ can help accelerate the pace of innovation by eliminating the need for engineering to provide repetitive selling assistance, as well as reducing the engineering effort associated with more complex products and cycles. Instead, engineering teams can focus more on high-value-add innovations in products, styles, services, and features.

Best of all, Infor CPQ helps manufacturers differentiate themselves from the competition. By delivering exactly what the customer ordered—on time and at the right price—the sales channels will be able to sell more products, increase after-sales service, and generate repeat business, while reducing the multiple cycles needed to ensure the quote and order are perfect.

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 any variation of products and add-ons they can get right off the shelf.

In addition, Infor CPQ can help ensure customers have made all the necessary choices and that the order submitted to manufacturing arrives on time and is built to the customer's exact specifications. By providing a perfect quote and converting it to a perfect order, users can avoid the time, effort, cost, and frustration associated with the selection of invalid options.



“This new awning configurator is a great example of Lippert’s dedication to an improved customer experience. Having this tool in our arsenal means we can enhance the awning shopping experience for all users, giving them a visual representation and confidence in the product they’re about to buy.”

Jarod Lippert
Vice President of Marketing and Public Relations, Lippert Components Inc.

Transform your business with Infor CPQ

Virtually every user expects highly customized products to be delivered quickly, accurately, and cost effectively. Infor CPQ is designed for the business of highly variable products—giving any user the power of visual, accurate, and fast selection, as well as quoting, and ordering at their fingertips.

Infor CPQ delivers:

An intuitive enterprise configuration engine

Capture knowledge about customizable products once, and then share with any user—on any device.

Automated documentation

Deliver personalized proposals, submittals, and other sales documents from virtually any application.

Comprehensive quoting and ordering system

See what's being customized during quoting and ordering with detailed visualizations.

Auto-generated, real-time, dynamic 2D and 3D product imagery

Bring highly detailed products to life by allowing customers to confirm the product, its features, and add-ons.

Visual selection and configuration

Provide a dynamic, real-time, 3D experience for any user to visualize their selections.

World-class infrastructure

The Infor cloud is built on Amazon Web Services (AWS), the market leader for cloud-based infrastructure as a service (IaaS) and platform as a service (PaaS) for over 10 years. By leveraging Amazon's multi-billion-dollar annual R&D investment in technology, Infor cloud solutions can better deliver on Infor's core mission of building critical industry capabilities into our applications.

Infor has partnered with AWS to deploy Infor cloud solutions in more than 20 AWS regions and 61 availability zones across the globe—and that footprint continues to grow to meet customer requirements.

Infor cloud solutions are designed to run seamlessly across multiple availability zones with active/active high-availability clustering. This means that customers will experience minimal impact from any unplanned outages or system loads.

About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

infor.com

Gain a competitive advantage by streamlining the path from engagement to conversion and bring off-the-shelf quality to any product

LEARN MORE

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