

Configure, Price, Quote (CPQ)

Automate the sales-to-close process for accuracy, speed and compliance

Q1 2023 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Configure, price, quote (CPQ) software automates the sales-to-close process while providing a critical experience to customers. These tools make it possible to configure products and offerings, help improve the accuracy of quotes, assure compliance with discounting and margin policies, accelerate internal deal review while providing customers with detailed quotes far more quickly than manual processes allow.

CPQ solutions connect finance, product and sales departments, linking product information and pricing policies with sales processes to generate and manage proposals. Increasingly, CPQ provides critical insights and intelligence across the enterprise, delivering high-fidelity customer-driven signal on need, intent and specific product needs. CPQ has emerged as core to both experience and revenue acceleration strategies by lighten the workload for sellers and giving customers actionable information faster.

Modern CPQ has applied AI and more customer-facing interactive experiences. AI-powered features including guided selling, opportunity analytics and recommendations, intelligent pricing and virtual assistants are increasingly available out of the box. The first glimpses of selling in the metaverse emerge as CPQ tools offer more visually immersive environments where customers and sellers can connect and collaborate in a real time, data-driven, AI powered 3D-visualized experience.

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ContellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList

9 SOLUTIONS TO KNOW

Constellation evaluates more than 20 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. Other considerations include whether a vendor has the broad geographical reach to support multicurrency/language considerations and manage the complexity around multiple lines of business to support growth.



CONGA CPQ



EPICOR CPQ



INFOR CPQ



ORACLE CPQ



PROS SMART CPQ



SALESFORCE
REVENUE CLOUD



SAP SALES CLOUD CPQ



VENDA VO



YAGNA IQ



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Ease of use, user interface
- Mobile friendly for customers and sellers
- Robust price management including deal optimization with profitability modeling capabilities
- Integration into core ERP, Finance and CRM systems
- Broad geographical reach for multilanguage/currency support
- Catalog management and product configuration, with advanced solutions including 2D and 3D visualizations
- Contract management including subscription management tools
- Workflow management
- Guided selling, smart recommendation and upselling support
- Selling-anywhere cross-functional accessibility
- Analytics, configurable dashboards and role-based reporting
- AI-powered analytics, cross/up-selling, discount and pricing guidance, opportunity analysis, configuration predictions
- Security and compliance including audit trails, data privacy compliance and rule based and role-based permissions and authorizations
- Capacity to integrate and deploy self-service options for sellers and consumers
- Post-sales support and community

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

BUSINESS THEMES

-  Next-Generation Customer Experience
-  Marketing Transformation
-  Matrix Commerce



Liz Miller VP & Principal Analyst

Liz Miller is VP and Principal Analyst at Constellation focused on the org-wide team sport known as customer experience. While covering all core pillars of CX (Sales, Service and Marketing), Miller spends time zeroing in on the business demands on today's Chief Marketing Officer, the evolution of customer engagement and the rising requirement for a new security posture that accounts for the threat to brand trust. A 28-year marketing veteran, Miller offers strategic guidance on the leadership, business transformation and technology requirements to deliver on today's CX strategies. She has worked with global marketing organizations on transforming everything from business models to messaging in order to stay competitive in the shifting digital landscape.

