

Bridge the Gap from Opportunity to Order with WebSource CPQ for AppExchange

Webcom, Inc. provides software solutions that bridge the gap from opportunity to order and simplify the quote-to-order process for the selling of products and services. Requiring only a browser, WebSource CPQ allows customers to **configure, price, quote, propose and order** their offerings across multiple sales and distribution channels, **anytime, anywhere.**



The benefits are many:

- Automate, simplify, accelerate
- Speed "time-to-revenue"
- Improve customer satisfaction
- Assimilate acquisitions and launch new products with minimal training ensure speed, accuracy, consistency of quotes and proposals
- Handle any sales channel configuration
- Reduce order and pricing errors
- Enhance perfect order performance

What you will see:

- Single point of entry for creating and managing all sales opportunities for existing or prospective clients
- Handle simple quotes and complex configurations
- Configure, price, quote and propose at the opportunity level
- Seamless transfer of data between Salesforce and WebSource CPQ
- Comprehensive, flexible mappings of accounts, pricebooks, opportunity stages
- Generate documents (quotes, proposals) in MS Word or PDF format and attach the document to the opportunity
- Multiple quotes per opportunity
- Flexible opportunity assignment
- Track quotation and stage history to the opportunity
- Address multi-currency and multi-language requirements
- Advanced approval processing and revision tracking
- Access from anywhere, anytime
- Full asset lifecycle management
- Real-time administration function

Industry:

Managed Services: Network, hosting and telepresence

Application:

Solution to automate the configuration, pricing, quotation (CPQ) of Easynet's new business, renewals and upgrades processes.

Webcom Solutions:

Websource CPQ:

- Proposal and Quotation Processing Sales Configuration Engine
- E-Catalog
- Shopping Cart
- Reporting
- Multi-level Channel Support
- Approvals
- Salesforce Integration

Webcom Professional Services:

- Product Modeling
- Project Management

Challenges:

- Existing system had seven data and application sources required for sales representative to interact satisfactory with their prospect or client
- Book-to-Bill time was taking too long
- Net Promoter Score (Industry standard measurement) was not improving as quickly as required
- Order defects were at an unpredictable percentage of overall orders

Results:

- Single integrated system providing greater productivity (Websource CPQ, Salesforce, Cast Iron and integration to Financial System through Salesforce Appexchange)
- Sales feel the new solution is 'Great' Used to have to deal with seven systems now it is one - A sevenfold improvement
- Book to Bill time has significantly decreased
- Order defects are reduced to zero
- Customer interaction has improved- 'WebSource CPQ has significantly increased the customers understanding of what they are ordering'
- Net promoter score trend is improving month to month

Business Challenges and Objectives

Easynet had a vision of a single view of its customer. They needed to revolutionize the way they interacted with customers and improve the level of service and responsiveness.

The sales system alone involved seven separate systems and overall some seventy systems and data sources were interlinked with customer experience.

The Solution Approach

Webcom's sales configurator software, WebSource CPQ, was implemented to handle the configurations for quotations and orders, along with Salesforce to hold records of customer information and manage the leads and opportunities.

Easynet implemented the first phase of the project with a small team, introducing an entire new product range, revised all sales processes and replaced the seventy existing systems with WebSource CPQ.

Easynet is now adding third party catalogues and integrating their external fulfillment system with Websource CPQ so that product attributes (Routers, Network Exchange, BT Lines) are passed to the third party fulfillment system book to ship to bill times are further improved.

Websource CPQ will also provide the solution to their more complex and bespoke tendering proposals.

Results

After implementing a single system, WebSource CPQ allows Easynet to easily and skillfully streamline the opportunity-to-order business process. They are producing more accurate quotes, error-free orders, and increased productivity of high-value, customer facing resources, both internally and with reseller partners worldwide.

Employees have noted a significant improvement in dealing with Sales opportunities. Customer satisfaction have measurably improved, order defects have been reduced to zero. WebSource CPQ ensures the right products for the right location are offered and sold.

"The Webcom solution allowed Easynet to fulfill its Vision of a single view of the customer in one solution. Websource CPQ integrated with Salesforce has allowed us to consolidate all of our customer actions in one system improving satisfaction measurements, reducing order defects to zero and improving cash flow and business revenues.



Richard Britton
CIO
Easynet Connect