

From Complexity to Clarity: How AI-Powered CPQ Transformed a Manufacturing Leader



Overview:

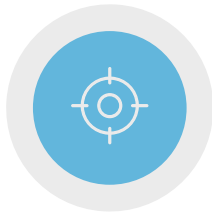
A global manufacturing leader faced operational inefficiencies, high IT costs, and complex sales processes due to its legacy Quote-to-Cash (Q2C) system. The company needed a modern, AI-powered solution to streamline sales, automate financial processes, and enhance project management efficiency. Leveraging Salesforce CPQ and seamless system integrations enabled a smarter, faster, and more scalable sales transformation.

Pain points:

Legacy Q2C system
causing delays and
inefficiencies

**Ineffective rebate
management** and
financial closures

**Complex product
portfolio** making sales
cycles longer



**High operational
costs and increasing
technical debt**

**Lack of real-time
order tracking and
modifications**

**Manual processes
slowing down
Project Managers**

Solutions:

AI-powered Salesforce CPQ

To automate quotes, pricing, and order management

Seamless Integration

SAP ERP, Zilliant, PEMS, and Apigee

Intelligent PM Tool Configuration

Empowering Project Managers with faster approvals and modifications

Dynamic delivery scheduling and Progressive billing

To improve customer experience.

Eliminated dependency on legacy Q2C systems

Reducing IT costs and technical debt

Benefits:



60% faster quote approvals with automated CPQ workflows



25% Cost ↓ by eliminating legacy system overhead



Seamless end-to-end integration, ensuring real-time order tracking and precision pricing



Empowered Project Managers with real-time modifications and insights



↑ Customer satisfaction with streamlined order processing and delivery