



How PROS Smart CPQ drove increased sales for this global manufacturer

Before

This top global manufacturer of material handling equipment needed to simplify and accelerate its complex quoting process, improve back-office efficiency, and use those changes to drive an increase in overall sales. Their current quoting process was:

- Manual, fragmented, and ad hoc, causing major inefficiencies, including delayed quotes and missed opportunities, limiting their growth potential.
- Time-consuming, due to siloed data and duplicated data entries, hard-to-document communication methods (e-mail, text, phone), and multilevel approvals.
- Different across multiple local sales and marketing organizations, each using their own quoting processes, making it difficult to standardize and streamline the process.

With PROS

Smart Configure Price Quote (CPQ) allowed the company to:

- Instantly create accurate, personalized solutions for each customer while driving down back-office costs.
- Manage a complex product range, including 11 product families and 249 different models, along with a virtually unlimited set of options.
- Create an entirely new and consistent price structure and quote process that improved margins and drove profitability and growth.



Company Information
Multinational automotive manufacturer

Number of employees
100,000 - 150,000

Industry
Industrial Manufacturing

Revenue
\$200 - 300 billion

Results

58% reduction in quote time

PROS reduced this company's quote time from 7 minutes to less than 3.



17% increase in sales efficiency

Fewer hours spent managing quotes meant time for more sales and the expected delivery of \$6 million in additional profit over the coming year.



Less maintenance

PROS moved all pricing to a single list, resulting in less need for upkeep.



Reduced errors

PROS eliminated the need for duplication of data between data silos.