

Uniting Sales & Manufacturing Teams: The Role of Visual CPQ

Sales and manufacturing is more complex than ever.

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Introduction

The Role of Visual CPQ

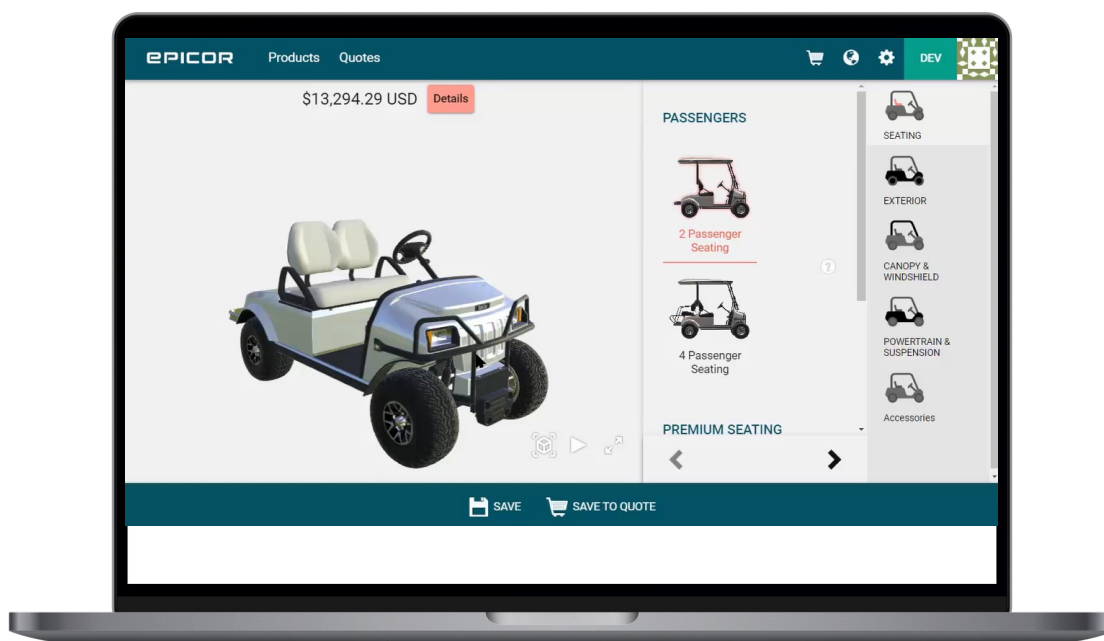
B2B customers are demanding customization, which means high product variation for manufacturers. Combine expanding product catalogs with multiple complex pricing models, and you have a recipe for confusion and inefficiency among manufacturing and sales teams.

When manufacturers offer hundreds, thousands, or even millions of product options, things get complicated quickly. But with a sophisticated rules engine on your side, you can easily provide an endless variety of customization possibilities.

Do these types of conversations between sales and manufacturing teams sound familiar?

- “How much would it cost if we ...?”
- “Can we use this with ...?”
- “Is this available in ...?”
- “How long will it take to ...?”
- “Does turnaround time impact the price of ...?”

If so, you should read this four-part guide that uncovers how to address these challenges with CPQ software. It’s time to streamline your sales to manufacturing processes with a solution made just for you.



What is CPQ Software?

CPQ stands for Configure, Price, and Quote.

CPQ software helps companies quickly and accurately generate quotes for orders. It reduces inefficiencies in the sales to manufacturing process and gets every employee—from the top floor to the shop floor—working on the same page.

Here's how CPQ software works:



Stage 1: Configure

In the B2B landscape, customers are demanding product customization and a frictionless path to purchase. CPQ (Configure, Price, Quote) software is the key to delivering both.

At the heart of the configuration process is a powerful backend rules engine. This engine contains the collective knowledge, expertise, and technical data held by your manufacturing and engineering teams. It's like having an expert advisor guiding salespeople in real time.

Here's what sales teams can configure products based on:

- Manufacturing and design capabilities
- Strategies for maximum profit margins
- Expected lead time
- Efficient engineering processes

With CPQ, sales teams aren't just empowered but highly confident. They can trust that each product configuration is optimized, error-free, and perfectly aligned with the company's capabilities. Forget invalid configurations—they're a thing of the past. The result? A streamlined sales process, devoid of miscommunications and delays.



Stage 2: Price

After configuring the product, the next step is pricing. With CPQ software, this isn't just a calculation—it's an intelligent automated process grounded in sophisticated pricing rules.

The software takes into account all essential pricing variables, ensuring nothing is overlooked:

- Bundle pricing
- Volume pricing
- Customer history
- Discounts and promotions
- Partner or contact-based pricing
- Competitor pricing

Armed with CPQ, your sales team can rapidly provide precise pricing. No more keeping customers on hold or making them wait—accuracy meets speed.



Stage 3: Quote

With products configured to match manufacturing specifications and prices calculated accurately, only one step remains: presenting the quote to the customer.

CPQ software streamlines this process. It auto-generates a quote that aligns seamlessly with your brand guidelines. No more lengthy approval workflows and back-and-forths. With CPQ, customers get a prompt, professional quote at the click of a button.

Why “Visual CPQ” Excels in Reducing Complexity

Looking to boost conversions, improve decision-making, and reduce purchase anxiety? Show your buyers their finished products before they commit to making a purchase.

Visual CPQ offers customers, sales teams, and engineers lifelike visualizations of custom products as they’re configured. Users can zoom in to scrutinize minute details or rotate objects for a comprehensive 360-degree view.

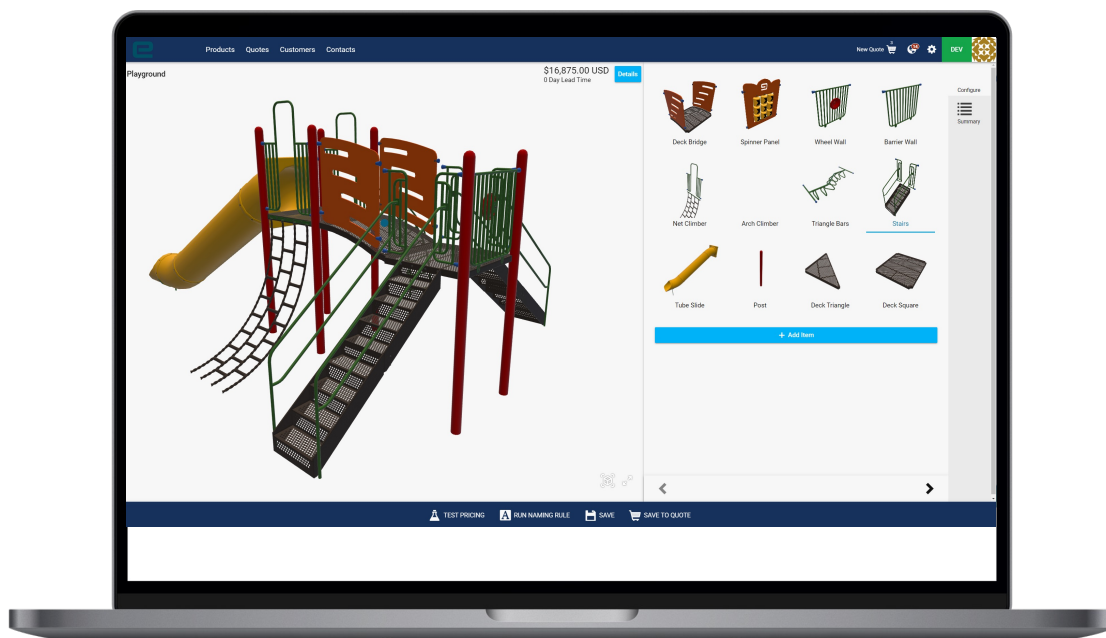
This visual clarity ensures transparent communication, minimizing misunderstandings. No more complicated technical jargon or napkin sketches. With visual CPQ, sales and manufacturing teams are aligned, speaking a unified, clear visual language.

What is a visual configurator?

A visual configurator is an essential feature of every robust visual CPQ solution. It’s an intuitive interface that salespeople use to configure products.

Gone are the days of tedious forms and vague drawings. With a simple point and click, sales teams can modify dimensions, tweak colors, swap materials, and adjust parts, watching their product's transformation in real time.

Powered by the underlying product rules of your CPQ software, the visual configurator ensures each configuration is shop-floor-ready. The result? Products that perfectly balance customer satisfaction, profit margins, and engineering efficiency.



A Comparison

2D vs. 3D Visual CPQ

2D Visual CPQ:

- Offers dynamic flat renderings that adjust with each product option selection.
- Provides fixed perspective views.

3D Visual CPQ:

- Features multi-dimensional modeling, enabling comprehensive 360-degree views.
- Especially adept at showcasing intricate, customizable products.
- When paired with Augmented Reality (AR) and Virtual Reality (VR), visualization takes a new dimension, making products come alive for customers.

Is visual CPQ right for your company?

Consider the following:

Are salespeople overwhelmed by product choices?

If your sales team struggles to navigate a vast catalog of configurable products, visual CPQ can guide them to the optimal choices.

Do configuration and pricing mistakes occur regularly?

With CPQ, you can eliminate avoidable and expensive mistakes that arise during sales-to-manufacturing handoffs.

Are you experiencing a prolonged sales cycle?

If it takes days or even weeks to craft a persuasive quote, and customers are leaving, you might be lagging behind more agile competitors. Visual CPQ can speed up this process.

Is training new staff slow and expensive?

Visual CPQ expedites onboarding, ensuring new team members get up to speed faster.

Are you struggling with custom product demands?

You can provide accurate quotes faster and eliminate bottlenecks at the engineering and manufacturing stage with visual CPQ.

Visual CPQ will Transform your Manufacturing Business

Visual CPQ can be your unfair advantage. Here are just a few of the game-changing benefits:



Increased efficiency in sales to manufacturing handoffs

Visual CPQ simplifies and automates the flow of product information from sales to manufacturing. Generate CAD illustrations, assembly instructions, and more with just a click, freeing precious engineering hours.



Fully Immersive Customer Buying Experiences

With 3D product configuration, AR, and VR, you can provide a fully immersive buying experience in-person and online. You can put the customer in the driver's seat, giving them the control to make educated purchase decisions.



Shorter Sales Cycles and Happier Customers

Product visualization eliminates the back-and-forth between the customer, salesperson, engineer, and shop floor. No more wondering about the implications of different finishes on price. You cut down on quote alterations and revisions by being clear from the start.

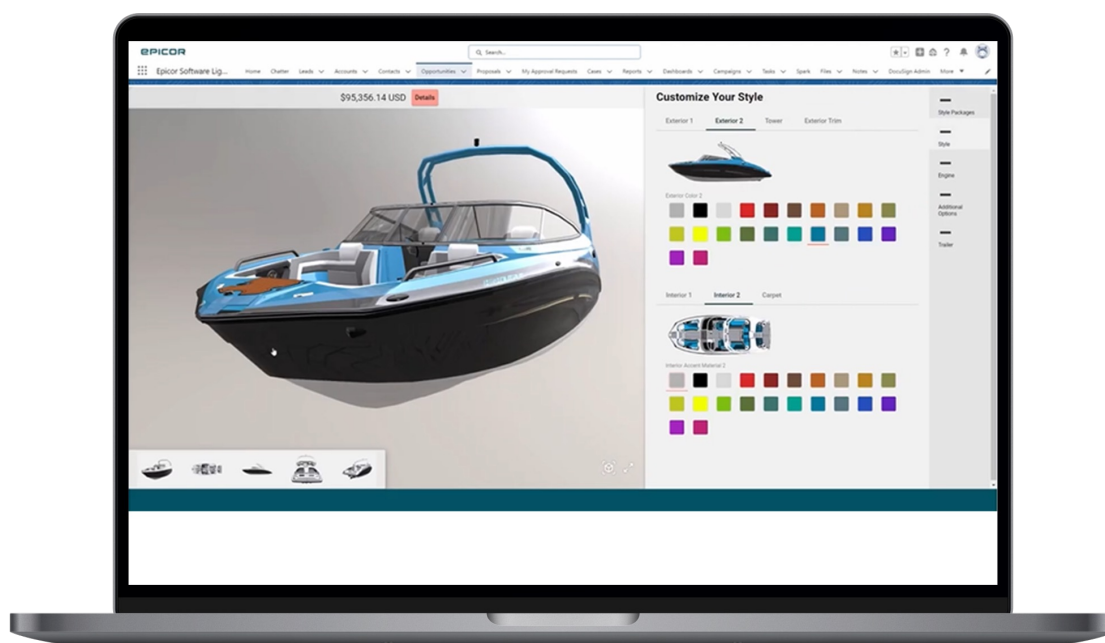


Share Manufacturing Expertise—From the Top Floor to the Shop Floor

Sales, manufacturing, engineering, and business operations all play a part in setting the rules that govern how products can be configured and priced. Salespeople have access to decades of cross-functional experience at their fingertips.

Streamlining your Sales to Manufacturing Workflow with Epicor

Integrating your CPQ solution with your ERP lets you synchronize the complex relationships and data that determine supply, demand, and fulfillment. You can gather information from your mobile employees, eCommerce store, plant floor, and warehouse to get sales and manufacturing working together.



Get a free demo of Epicor CPQ today and discover the difference it will make to your sales and manufacturing teams. It's time to lead your industry and achieve your potential.

Contact us to learn more



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