

# IBM Sterling Configure, Price, Quote



## Capturing market share and reducing selling costs

Manufacturers and distributors want to minimize potential revenue loss, sustain profit margins and grow market share. Manufacturers can better grow by being easier to work with, reaching out to new channels, and embedding their brands into resellers' selling channels. Manufacturers can better protect their margins by using self-service channels; reducing errors and delays in configuration, price, and quoting; and focusing on profitable industries like aftermarket services and parts. The multi-channel selling solution from IBM positions manufacturers for success in virtually all these areas.

The IBM Sterling Configure, Price, Quote solution enables companies to transform how they sell complex products and services by removing the internal complexity of multi-tiered selling within their internal organization and with their external partners. Using the Sterling Configure, Price, Quote solution, customers can more quickly and easily create digital storefronts, offer dynamic catalog and pricing information, and direct customers and partners to find, configure and order the right products and services, thus positioning them to capture market share and reduce selling costs.

## Benefits

- Streamline the selling process to improve efficiency and reduce errors
- Optimize channel selling to reduce cost and increase revenue
- Increase revenue with efficient product and service configurations

## Seamlessly doing what an ERP cannot

Many complex configure, price, and quoting environments cannot be adequately addressed by Enterprise Resource Planning (ERP) software. Moreover, multi-channel, n-tiered distribution models – which are very common in many industries such as manufacturing, distribution, industrial and electronics – are not easily enabled with ERP. Sterling Configure, Price, Quote is designed to co-exist with, and augment, ERP. IBM provides a market-leading solution for multi-channel selling that more easily integrates with existing ERP systems, while providing superior ease of use, flexibility, time to implementation, and cost to maintain. Our ability to integrate with ERP or fulfillment systems through our service-oriented architecture (SOA) enables you to more easily embed your presence in downstream reseller partners' offerings and gives customers a seamless buying experience. An intuitive interface provides an easy-to-use functionality, so you don't have to rely on IT. Use configurable features for order capture, including real-time inventory, through to fulfillment, powering exceptional customer experiences that grow sales while improving profitability.

Sterling Configure, Price, Quote automates virtually every step of the configure, price, and quote process to help you generate more revenue, reduce costs associated with incorrect sales orders, lower the cost of sales, and create a positive buying experience for your customers and partners across virtually all available touch-points – Web, call center, store and field sales.

# Sterling Configure, Price, Quote addresses key manufacturing and distribution issues

Business Issues	Required capabilities	Benefits
<b>Configure</b>		
<ul style="list-style-type: none"> <li>– Hard to change or add options to configured products</li> <li>– Tedious, error prone and frustrating manual catalog searches</li> <li>– Poor control over special pricing, promotions and rebates</li> <li>– Low sales and reseller productivity</li> <li>– Time-consuming post-sales service</li> <li>– Manual updates to product and pricing models</li> </ul>	<ul style="list-style-type: none"> <li>– Streamlined, lean selling processes</li> <li>– Standardized and automated order capture, quote and pricing</li> <li>– Robust configuration engine to simplify maintenance and usage of configuration rules</li> <li>– Define the configurator model with input from a logically structured data source</li> </ul>	<ul style="list-style-type: none"> <li>– Improved efficiencies, reduced delays and errors in:               <ul style="list-style-type: none"> <li>• Solution Configuration</li> <li>• Pricing and quoting</li> <li>• Capture order and service</li> </ul> </li> <li>– Increased customer satisfaction and capture of market share by becoming easier to do business with</li> <li>– Reduce expensive and slow human interaction</li> </ul>
<b>Price</b>		
<ul style="list-style-type: none"> <li>– Delays, long cycle times and errors due to inefficient, error prone manual order placement by downstream partners (VARs, retailers, distribution)</li> <li>– Lack of brand "stickiness" in downstream channels</li> <li>– Lack of demand visibility in multi-tiered channels</li> </ul>	<ul style="list-style-type: none"> <li>– Enhanced downstream selling channels</li> <li>– Automated, Web-based order capture for sales of products and services</li> <li>– Personalized workspaces for customers to manage virtually all order, invoice and return activities</li> <li>– Up-to-the-minute order status, history and activity reports</li> <li>– Quick introduction of new Web storefronts for business lines, brands, and channels</li> <li>– Integration with virtually any ERP or fulfillment system through SOA and out-of-the-box adaptors</li> <li>– Customers and partners enabled to configure and place their own orders and perform post-order service transactions</li> </ul>	<ul style="list-style-type: none"> <li>– Reduced selling costs and higher productivity of CSRs</li> <li>– Embedded presence in downstream reseller partners leading to higher revenues</li> <li>– Enhanced customer service and strengthened relationships with customers and partners</li> <li>– Streamlined approvals processes for pricing and quoting</li> </ul>
<b>Quote</b>		
<ul style="list-style-type: none"> <li>– Inefficient management of aftermarket services, parts selection and service contracts</li> </ul>	<ul style="list-style-type: none"> <li>– Drive aftermarket business</li> <li>– Flexibility to create customer-specific product bundles such as fixed assemblies or kits, accompanied by interactive parts diagrams to support specific aftermarket requirements</li> <li>– Comprehensive support for spare parts business from parts search and selection to the parts ordering process, including order status and returns</li> <li>– Service contracts tailored to product lines and market segments</li> </ul>	<ul style="list-style-type: none"> <li>– Increased ease of customers and partners to find, select, and order individual parts or entire assemblies</li> <li>– Simplified spare parts management and ordering</li> <li>– Increased services business and profitability</li> </ul>

## Why IBM?

IBM helps you meet complex order management challenges and high customer expectations. IBM Sterling Order Management software lets you orchestrate your entire fulfillment network with powerful core capabilities and next-level options.

### For more information

To learn how IBM Sterling Configure, Price, Quote can help you develop and drive your e-commerce strategy, contact your IBM representative or IBM Business Partner, or visit [ibm.com/products/configure-price-quote](http://ibm.com/products/configure-price-quote).

