



# SAP | CPQ and Intelligent Selling

## Maximize revenue generation through intelligent selling

### Take advantage of a fully integrated system across all sales channels

What if all your salespeople were as knowledgeable about your offerings and as skillful at creating proposals as your best salespeople?

A properly implemented intelligent selling solution like SAP CPQ can help you **quickly close that gap and drive larger deal sizes** and greater wallet share.

Differentiation is the key to avoiding commoditization of your specialized products and services...and the key to differentiation without the historical costs, cycle time delays, and error rates lies in your ability to master product guidance and configuration that meets your sales channel and customer needs. You must quickly create compelling offers that highlight the breadth of your portfolio to solve your customers' business needs. **Differentiation matters.**

Our team has been a recognized CPQ service provider for over twenty years with a heritage for comprehensive configuration, commerce, industry, and integration experience. We have implemented hundreds of solutions that leverage robust complex selling functionality from SAP and a dozen other CPQ vendors. **SAP CPQ is a game changer for SAP system landscapes**, and we are among the first SAP specialists to develop deep expertise with all aspects of SAP CPQ.

Avanade's deep experience includes integrating CPQ with the SAP Variant Configurator, Sales Cloud, Commerce Cloud, and a range of CRM applications including Microsoft Dynamics 365. We've helped several leading-edge companies incorporate SAP CPQ into their digital roadmap and strategy. When business requirements demand more than SAP delivers natively, our team develops skillful enhancements that enable our customers to gain specialized competitive advantage.

### Where Avanade Specializes

#### Guided Selling

Find and compare the optimal products and configurations for a given customer need or application.

#### Configuration

Specify products, services, systems, and bundles with selectable features and options leveraging CPQ or VC configurators.

#### Pricing

Calculate list prices for any context. Apply deal or negotiated discounts at any level. Perform complex margin health calculations.

#### Quoting

Specify, arrange simple or configurable items in various quote versions. Include cross sell, upsell, ad-hoc or alternate items.

#### Approval Workflows

Require and grant approval for customer special requests and/or deep discounting. Prevent actions until approval is granted.

#### Proposal Generation

Present compelling and tailored proposals that convey key quote data with consistent branding and deal specific content.

#### Visualization

See 3D graphical representations of configurable products that can be viewed from any perspective including augmented reality.

#### Order Integration

Create or simulate sales order creation for a CPQ quote. Ensure that all relevant data is properly mapped and received.

#### About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

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**Do what matters**