

Leading Video Delivery Tech Company Reduces Deal Closure Time by 34% Using Conga CPQ

Insight

The client wanted to replace its legacy system with Conga CPQ and overcome the challenges associated with pricing updates, product configurations, maintenance, approval visibility, and other challenges. So, the client brought in Forsys's expertise to implement the Conga CPQ solution.

Forsys implemented Conga CPQ in a phased manner to automate order creation, improve collaboration between stakeholders, ease pricing updates, provide deal visibility, and so on. Forsys retired the BigMachines eight weeks ahead of schedule to accelerate the implementation and improve customer satisfaction.

Industry
Telecommunications

Revenue
\$150+ M

Employees
1001 - 5000

Headquarters
California, US

Business Challenges

The key challenges were:

- ▶ Existing CPQ solution was not scalable.
- ▶ Unable to create parts or change pricing.
- ▶ Challenges concerning the maintenance of the CPQ solution.
- ▶ Difficulty in making enhancements to product configurations.
- ▶ Struggling with visibility in approvals, pricelist proliferation, and subscriptions.

Transformation Journey

In mid-August 2017, Forsys engaged with the client to review the business processes and requirements. Forsys conducted three weeks of strategy and advisory sessions to study the as-is process, pain points, and possible risks. As the release date was close to the license expiry, Forsys took a phase-wise approach to implement the solution. Forsys retired BigMachines in the first week of February 2018 (8 weeks ahead of the original schedule) and went live early. This way, Forsys had additional weeks to complete the adoption.

- Moved over 13,000 products with over 85 complex configurations & rules from BigMachines to Conga
- Enabled SaaS products through Quoting Systems in addition to regular products
- Migrated over 11,000 quotes from BigMachines to Conga CPQ during production cut-over using another partner's data migration platform, FloData. The BigMachines to Conga adaptors are still available for other customers
- Facilitated seamless Quote-to-Order Integration between Conga and Oracle ERP to address the manual order creation challenges
- Created price lists (~20 including customer price lists) to reduce the operations challenges
- Set up a Multi-Currency Quotation process to support the client's quote process across multiple locations and currencies
- Enabled Partner Quotation process for the client's partners to Quote through Conga CPQ
- Provided Collaboration of Quotes between Partners/Internal users and various operations teams

Impact

Post implementation, the client noticed:



Simplified Quote-to-Order process and increased customer satisfaction.



Resulted in faster deal closure by ~34%.



Improved collaboration between different stakeholders and operations teams.



Automated order creation and price list creation to diminish operational challenges and reduce manual efforts.



Improved pricelist proliferation, easy product configurations, and deal visibility.



Increased sales revenue by ~25%.

About the Client

The client, headquartered in San Jose, California, offers video delivery technology and services that support media companies and service providers in delivering ultra-high-quality broadcast and OTT video services to their consumers worldwide.

Solution Components

Conga CPQ, **FloData** (Data Migration platform), Adaptors