epicor
CPQ

Epicor CPQ Integration with Salesforce: Sell More, Faster
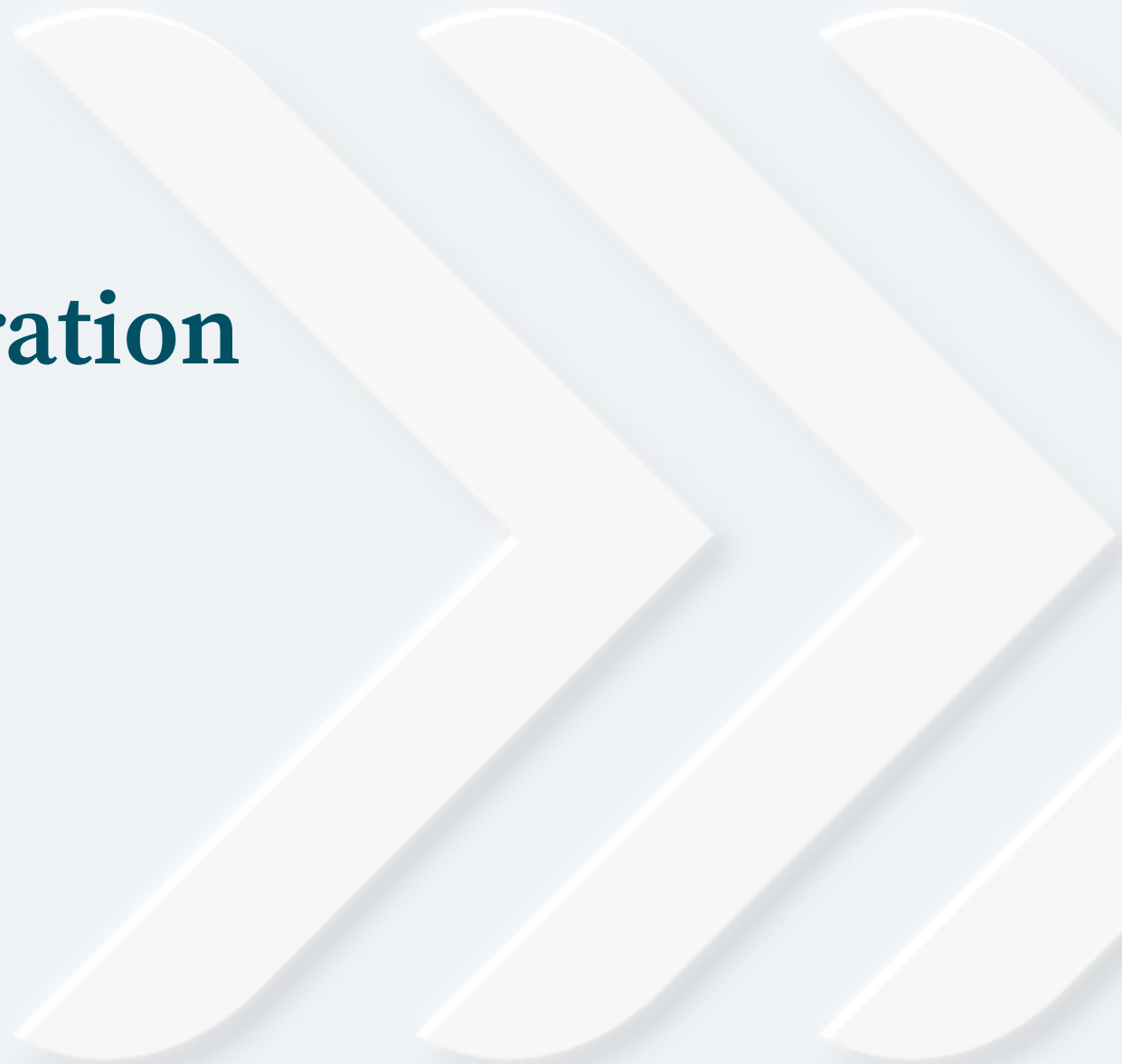
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Introduction

The Fourth Industrial Revolution is a new era of growth in the tech industry marked by intelligence and connection. It's transforming customers' expectations and forcing companies to transform their sales processes completely. Custom product companies can no longer drown in the complexity of configuring, quoting, and designing their own products, a process that has been leaving behind a trail of disconnected spreadsheets, broken processes, and unsatisfied customers.

Epicor CPQ, Salesforce, and Simplus' integrated solution is helping companies through this transformation. We have enabled thousands of customers globally to sell and manufacture faster, including 15 multi-billion dollar corporations. Our product configurator is truly unique in its ability to handle complex business rules, real-time pricing, and 3D visualization. This end-to-end solution is transforming the buying experience to help our customers connect with their end consumer in a whole new way.

Epicor CPQ + Salesforce: Sell More, Faster

Salesforce CEO Marc Benioff explains the Fourth Industrial Revolution best: "There are all these amazing new technologies, things like autonomous vehicles and artificial intelligence and nanotechnology and mobile computing and all these things are really hitting at once. And companies are really transforming themselves and bringing all these new technologies to connect with their customers in new ways."

35 percent of companies adopting Industry 4.0 style digitization expect revenue gains over 20 percent in the next five years.

Deliver an Awesome Buying Experience

With the new technology available in this Fourth Industrial Revolution, customer expectations regarding the buying experience are changing as well. Customers expect a superior and hands-on experience with a timely response rate and an easy way to complete their purchase, no matter what type of product they're buying.
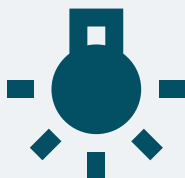
20% revenue gains

35%
companies adopting Industry 4.0 style digitization expect revenue gains*

*Gains are expected within the next five years.

1784 - Steam
First Industrial Revolution

1870 - Electricity
Second Industrial Revolution

1969 - Computing
Third Industrial Revolution

Today - Intelligence
Fourth Industrial Revolution

Our Solution

Epicor CPQ software helps companies automate the life cycle of the quoting process, starting with the moment a customer or prospect communicates their needs to a company and ending with a detailed quote being sent to them.

We're the only ones who can handle complex business rules, visualize your products in 3D on any device, and then generate engineer drawings for the configuration immediately.

Snap Rules Engine
Our rules syntax handles complex product logic and dramatically simplifies the implementation process. It's easy for non-programmers to learn, but Turing complete for complexity.
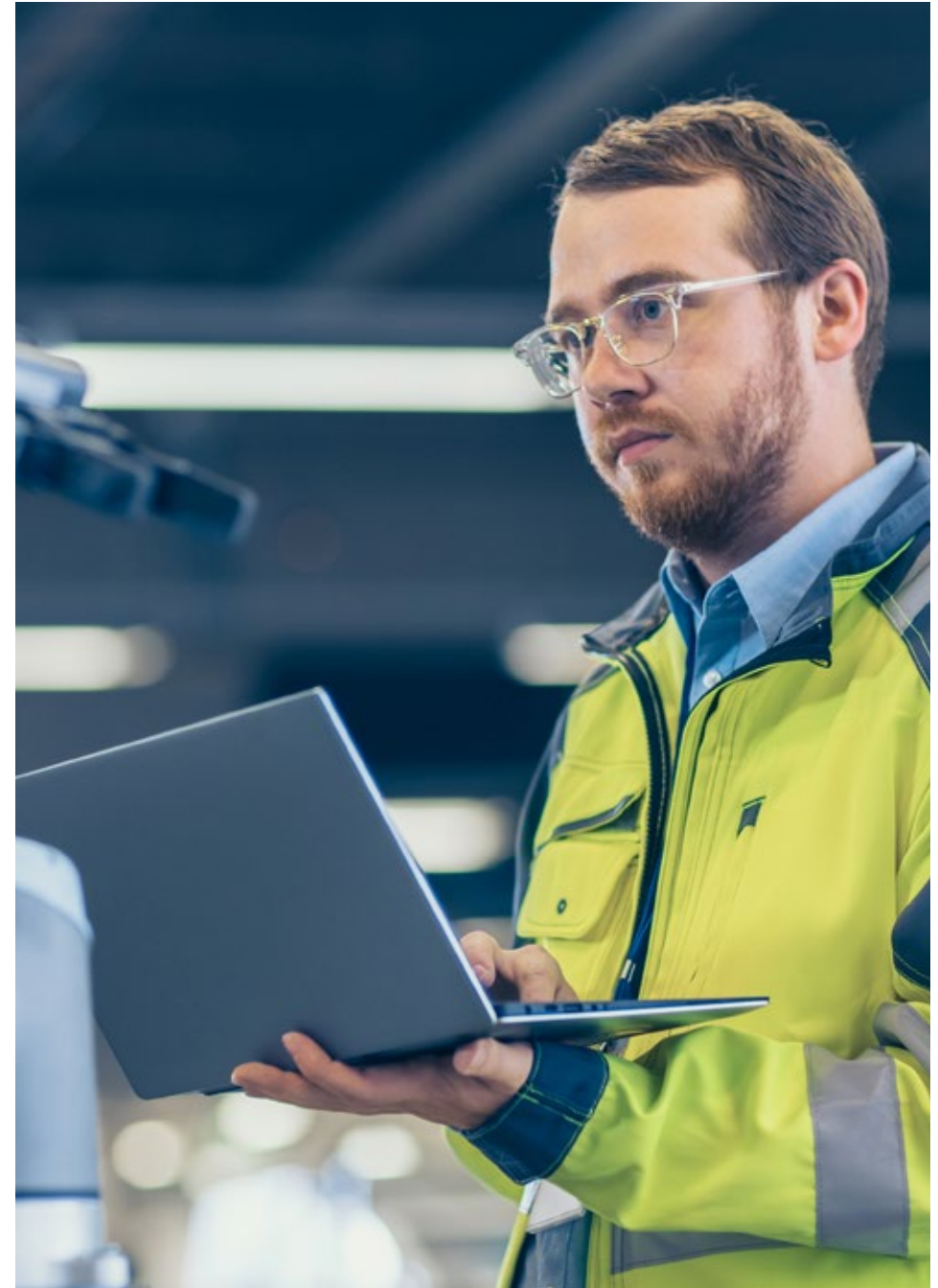
3D Visualization
See and configure real-time 3D visuals of your product on any device. Our integrations also let you see your visuals inside Salesforce CPQ or on external websites.

Integration Platform
Embed an API, read/write from databases, make web service calls, and implement a full REST API to integrate with virtually any business system.

Partnered with Simplus

Simplus—a Certified Platinum Salesforce Partner—is led by a seasoned team of subject matter experts who leverage an innovative consulting approach for complex CPQ and billing solutions. Our team of architects, consultants, and executives leverage this expertise to bring our clients trusted advice to maximize their technology investment.

Attributes	Our Solution
Basic Product Catalog Management	✓
Automate Approvals	✓
Manage Pricing and Discounting	✓
Advanced Order Management	✓
Multidimensional Quoting	✓
Services and Warranties Bundling	✓
Complex Rules Engine	✓
3D Visualization	✓
CAD Automation	✓
Manufacturing BOMs	✓
Engineer-to-Order Workflows	✓

The Results

Utilizing our integrated solution has helped companies sell more, faster. Here are the results experienced after implementing visual CPQ.

105% Increase in deal size

38% Faster sales cycle

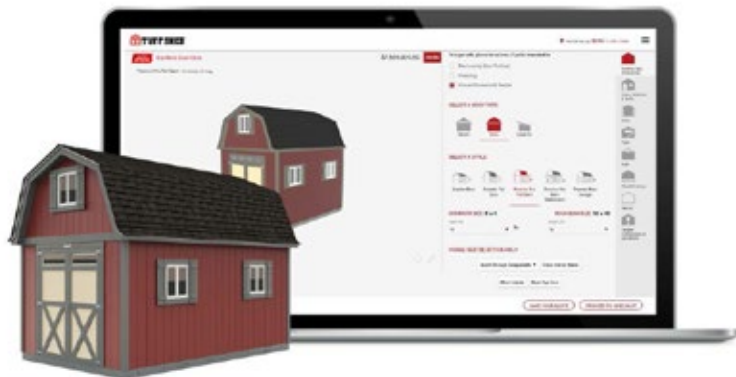**200%** Increase in conversions

Conclusion

In this Fourth Industrial Revolution, it's necessary to embrace the new innovation and technology that is available, or else you will be left behind. Our platform can help your company revolutionize the buying experience for your customers.

Customer Spotlight Tuff Shed

Tuff Shed has been providing building solutions since 1981. They've been passionate about fulfilling their customers' needs for 36 years; recently, they saw a real need to improve their buying experience.

In turning to digital transformation, Tuff Shed's main goal was to align their frontend quoting with their back-end production (i.e., ensure that quotes match finished construction projects). With its old system, Tuff Shed found that too many quoting errors made their way to production, requiring additional hours and resources spent communicating with clients and correcting mistakes. Tuff Shed hoped to make the quoting process more straightforward, eliminating room for error and wasted time, for both Tuff Shed and their customers.

Tuff Shed faced other issues common in the manufactured housing industry, including customer misconceptions that (a) manufactured housing is cheap and therefore of a lower quality, and that (b) contractors are unreliable. Tuff Shed hoped to dispel these misconceptions by communicating the value of its services and facilitating easy two-way communication. Further, Tuff Shed hoped to make the buying process as simple as possible for customers, many of which were accustomed to the pricing models of distributors like Home Depot.

Solutions

We were charged with generating "Cut Sheets"—Tuff Shed's blueprints for the shed being built—which are cascaded down through the system and ultimately sent to production. We did the following:

- Built the 3D design program for Tuff Shed's website

- Designed an end-to-end eCommerce flow

- Supported both retail and channel (The Home Depot) pricing models

- Streamlined Tuff Shed's Sales Cloud process

- Advised on back-end payment, billing, and order-fulfillment processes

- Introduced advanced approvals into Tuff Shed's selling motion

Results

By parenting with us to deliver an end-to-ed solution Tuff Shed's inside sales team, customers at home, and extensive dealer network can visually and easily configure made-to-order sheds with thousands of options. We further accomplished the following:

"We're able to visually present our products and then quickly manufacture them in a way we've never been able to in the past."

Moriah Hillbrand, Business Analyst | Tuff Shed

EPICOR

We're here for the hard-working businesses that keep the world turning. They're the companies who make, deliver, and sell the things we all need. They trust Epicor to help them do business better. Their industries are our industries, and we understand them better than anyone. By working hand-in-hand with our customers, we get to know their business almost as well as they do. Our innovative solution sets are carefully curated to fit their needs, and built to respond flexibly to their fast-changing reality. We accelerate every customer's ambitions, whether to grow and transform, or simply become more productive and effective. That's what makes us the essential partners for the world's most essential businesses.

Contact Us Today: epicorCPQ@epicor.com | www.epicor.com