



SAP Sales Cloud | SAP CPQ | EXTERNAL

## **Configure, Price, Quote**

Performance, simplified.

More information, please contact us at  
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## Purpose-built on an independent, scalable platform, the SAP® CPQ solution does more than generate even the most complex quotes instantly.

SAP CPQ provides pricing-behavior intelligence to help companies determine pricing trends, and it offers a single, unified system that supports global sales teams, partners and channels, e-commerce, and Internet of Things (IoT) transactions. The software supports multiple price books and currencies, 30 languages, quotes and proposals with thousands of line items, and unlimited nesting. A solution in the SAP Sales Cloud portfolio, SAP CPQ integrates with the SAP Commerce solution, the SAP ERP application, and lead-to-cash software from SAP, including the SAP Contract Lifecycle Management application, the SAP Commissions solution, and e-learning and sales enablement functionality. It also can integrate with any customer relationship management (CRM) or ERP software. With its versatile integration capabilities, SAP CPQ helps enable more selling power all in one place.

### Sell Faster with Intuitive Guided Selling

SAP CPQ simplifies complexity. Companies with intricate and diverse product configurations depend on SAP CPQ to enable their salespeople, channel partners, and customers to quickly generate accurate quotes. The intuitively designed interface gives business users more quoting power, anywhere.

### Empower Your Sales Managers with Automated Approval Workflow and Reporting

Set guardrails to protect margins and automate the approval process throughout negotiations. You can quickly uncover performance data insights using intuitive reporting tools, helping you make better business decisions.

### Generate Beautiful, Professional Proposals in Seconds

Our robust document generator helps you create high-quality proposal documents based on approved templates, content files, and pricing rules. You can deliver and sign quotes instantly through several out-of-the-box options for e-signature integration.

1. [Case study with Verizon Connect](#), conducted by SAP/CallidusCloud, 2018.
2. [Case study with Atlas Copco](#), conducted by SAP/CallidusCloud, 2018.
3. [Case study with Dell](#), conducted by SAP/CallidusCloud, 2018.

**verizon**  
**connect**

# 300%

Increase in quote output and improved sales<sup>1</sup>

**Atlas Copco**

# 4mins

Reduce quoting from days to minutes<sup>2</sup>



# 200+

Increase in purchase orders per week<sup>3</sup>

### SAP CPQ can help you:

- Increase margins
- Get deals done faster
- Launch new products faster
- Increase cross-selling
- React faster to market changes
- Enable channel partners
- Consolidate configurators
- Onboard salespeople faster
- Support omnichannel selling
- Create customized, compelling proposals automatically
- Automate quoting collaboration

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## SAP® Sales Cloud

### ABOUT SAP SALES CLOUD

SAP® Sales Cloud solutions are part of the SAP Customer Experience portfolio. SAP Sales Cloud allows you to sell more and create a lasting connection with your customers with AI-powered solutions that transform your lead-to-cash processes.

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THE BEST RUN

