



Case Study

Salesforce Revenue Cloud - CPQ

**Eclat Implemented
Salesforce CPQ & Billing
and Provides
Operational Support.**



**Multi-Currency
Siloed Consensus
Inconsistent Pricing**



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Client Profile

A Houston-based manufacturing company has expanded its operations through the strategic acquisition of three new businesses, uniting them under a single platform powered by Salesforce.com and leveraging their CPQ package for increased efficiency.

With the merger of these 3 companies into one, a wave of newly accessible opportunities has unfolded. By capitalizing on each other's sales teams and territories, bundled products and services are now available which is providing an exponential increase in revenue for all involved.

Challenges



Unify processes of diverse environments into a single platform.



Non-Uniform process on Approvals, Currencies, Pricing, Discount Rules and legal terms.



Non-Availability of cross-selling due to multi-currency and price book limitation which impacted growth.



Unable to bundle new products and sales teams experienced resistance.



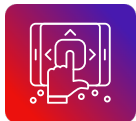
Discount Agreements were Non-Uniform, No standard pricing, 3 firms were unable to function as a single entity and were operating in silos.



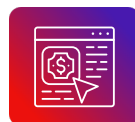
Solution



By optimizing the business systems, our team has successfully transferred each company onto a singular platform for streamlined processes.



Intricate approval processes and guardrails have been established to ensure responsible discounting and contracted pricing.



We have revolutionized our product catalog with a complete restructuring, automated pricing calculations and the consolidation of multiple price books into one currency. By streamlining this process, we are able to bring increased efficiency so that customers can access optimal prices quickly!



Implemented a unified process across all entities

Results



Remarkable Revenue

Thanks to the implementation of Price Rules and Approvals for discounting, the company has seen a remarkable surge in revenue.



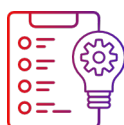
Automated Subscription

With the implementation of automated subscription renewals, recurring revenue has seen a boost. This streamlined process proves to be an efficient way for companies to maintain and maximize their profits.



Customer Satisfaction

Utilizing a shared platform with a single price book, the sales team now has to power to cross-sell and upsell products in multiple currencies - opening new opportunities for customer satisfaction.



Innovative Contracting

With their innovative contracting solution, businesses can effortlessly handle live contracts and keep them up-to-date with convenient add-ons and amendments.

Technologies



Integration

integrates with existing systems and enterprise resource planning (ERP) systems, to provide a seamless and efficient sales process.



CPQ Bundles

Refer to pre-configured packages of products and services that are bundled together and priced as a single unit.



CPQ Discount schedules

Discount schedules are used by the CPQ system to automatically calculate and apply the appropriate discounts to quotes and proposals.



Salesforce CPQ

With CPQ, sales teams can quickly and easily configure, and price products and services based on customer requirements, without having to manually calculate pricing or check for compatibility.



CPQ Pricing Rules

The CPQ system can automatically apply the appropriate pricing rules based on the specific customer requirements, eliminating the need for manual calculations.