



CASE STUDY

Business Profile

A leading developer of compressed natural gas (CNG) fueling infrastructure

Industry

Provider of Compressed Natural Gas fuel stations

Geography

North America

Solution

Configure Price Quote

Benefit

- Increased throughput 20%
- Time to prepare quotes and proposals reduced from hours to minutes
- Complete transparency between sales, marketing, and finance..

Natural Gas Company Builds Quotes in 15 minutes and Pushes Up Sales Throughput by 20%

The Company is a leading developer of compressed natural gas (CNG) fueling infrastructure and fueling solutions. With CNG stations built throughout the US and Canada, is a recognized leader in providing CNG infrastructure. It is also the preferred partner for commercial fleets looking to transition their fuel supply from oil to natural gas. The Company did not wish to reveal its name and shall be referred to henceforth as The Company or The CNG Company.

The Challenge

Given the complex nature of the clean natural gas industry, The Company recognized a need for a better and faster way to build sales proposals. With its homegrown solution, the CNG company took hours to build proposals manually. Even so, it was better off than some of its competitors who took weeks to build a proposal. After nine months of implementing the internal solution, the company realized the solution would not meet their long-term needs. With the old system of building quotes and proposals, finance lacked margin visibility, there was plenty of room for sales rep errors, and there were severe limitations as far as reporting and analysis needs were concerned.

All was not lost. The experienced sales team decided to analyze CPQ vendors. The company was able to truly understand its needs. Finance, sales, sales operations, and marketing collaborated to outline new CPQ requirements. Because transactions were \$1-3 million for a fueling system, each job needed to be audited to see overall margins for each station and building blocks. If a component is missed, there would be a significant hit to the profitability of the deal.

From a customer support standpoint, the company did not want reps to be slaves to internal systems – sales should be out with customers. Systems should work for sales! Beyond pricing and proposing, the company wanted to provide a simplified learning experience for its customers.





“ The assumption by the Clean Natural Gas industry is that the business is too specialized, and having a simple CPQ can't be done. It can be if you find the right partner. For us, CallidusCloud is that partner. We were looking for a competitive advantage – CallidusCloud provided the tool. ”

Director of Marketing

Solution

The company recently implemented CallidusCloud Configure Price Quote (CPQ) after evaluating several other CPQ providers. CallidusCloud was chosen for several reasons including:

- customizable design interface
- finance visibility into each deal
- ability to simplify their complicated configurations

The company loves being able to design the interface to make sure it sales friendly. Finance set automatic margin health targets. Engineering, sales, and marketing collaborated to develop proposal templates. That collaboration carried through for every configuration and produced an impressive proposal building process.

The Results

Millions of parts go into building a fueling station. Even in this complex sales process, finance has complete visibility into the profitability of every single deal. Since the CallidusCloud CPQ guides sales through the configuration, components aren't missed, plus there are no more hits to the profitability of a deal. The company has the ability to sell value, but also the ability to adjust margins to win the deal when needed.

In addition to increased visibility for finance, the company has seen an increased throughput of 20%. Instead of taking weeks or hours to build quotes, now, sales builds quotes in 15 minutes flat! CallidusCloud CPQ has taken a laborious, complicated process with lots of moving pieces and condensed it into a simple fault-free logical process. Moreover, the company has easy control over proposal content. CallidusCloud CPQ allows reps to guide and educate their customers and turn a traditionally complicated sale into a simpler sale.

About CPQ by CallidusCloud

CPQ is a deal maximizer and deal accelerator. It is an online and mobile solution that simplifies your quoting and selling process making it easy to produce quotes with the best combination of products, options and services. No need to worry about product compatibility, pricing and discounts as CPQ ensures the right products are selected and priced correctly without excessive discounting. The net result:

- more quotes
- shorter sales cycles
- larger deal sizes

For more information on CPQ by CallidusCloud, visit:

<http://www.calliduscloud.com/products/cpq>

Or call **1 866 812 5244**.

