CASE STUDY

XIRRUS®
High Performance Wireless Networks

Business Profile
Leader in high-performance wireless networking

Industry
Hi-tech

Geography
North America, Europe, APAC, Middle East, Africa, Central & South America.

Solution
CPQ

Benefit
• Reps produce quotes in under 60 seconds
• Error rates drop dramatically to less than 5%
• Increased cross-sell of support services to over 90% of deals
• Creates a new source of leads

Xirrus Increases Cross-Sell & Reduces Errors With CPQ

Xirrus provides modular, expandable, upgradable wireless solutions that require less equipment, even as it delivers predictable performance, and superior security enabled mobility for businesses. Founded in 2004 and headquartered in Thousand Oaks, CA, the company enables organizations to confidently take their business-critical applications and operations mobile.

The Challenge

The quoting process was long and tedious; sales engineers had to survey the site of installation to produce a list of the necessary products, mounting, software, and support options. On completion the list would be passed to a sales rep to generate a quote using spreadsheets. Essentially, the sales engineer would prepare the Bill of Material and the rep would zero in on pricing.

The spreadsheet approach required sales to do a manual translation of the product list produced by the engineers, which was time consuming. Pricing was rigid and tied to the specific units selected; special pricing had to be approved by sending emails to the manager and the manager's manager. At other times, Xirrus would need to apply manual discounts to reflect the economies of scale associated with larger orders to remain competitive on price. This created the perception that Xirrus was a high-priced niche player and resulted in lost business.

In the quoting process reps would often forget components, forget to add support, and even had to retract on discounts. What's more a sales engineer had to review each proposal because of its complexity.

More recently, our partners and customers demanded a system to view pricing information and options on their own.

CallidusCloud®

"We looked at a number of options for improving our quoting and document creation process and felt CallidusCloud offered the only solution that had the flexibility necessary to implement our pricing rules without requiring coding or customization. The solution was live within 6 weeks and is seamlessly embedded into our Salesforce CRM system, helping sales to generate quotes in seconds whilst automatically keeping CRM up to date."

Rick Austinson,
Senior Director IT,
Xirrus

The Solution

CallidusCloud's CPQ (Configure Price Quote) was introduced to simplify the quoting process. Product and pricing information spanning multiple systems was fed into CPQ and neatly integrated into Salesforce CRM. This provided the correct discount information and approval criteria that were unique based on the deal registration process and partner status. CPQ was embedded directly into Salesforce for seamless single sign-on access. Volume-based and product-based pricing flexibility was also setup in CPQ. The automated quoting solution was live within six weeks and is maintained almost exclusively by Xirrus.

The CPQ system simplified the quote process allowing sales to build their own quotes while the system worked out the most appropriate configuration and suggested the relevant mountings, support, and additional options. It was also tightly integrated with Salesforce: with one click all the information on the opportunity, Bill of Material, opportunity size etc. was updated in Salesforce. The tool was simple, straight forward and was easily adopted; Xirrus has used the product for three years now.

The Results

Quotes can now be produced in less than 60 seconds, whereas before it took 30 minutes or more. Cross-sell and up-sell has increased, particularly of support services from under 50% to over 90%. Error rates dropped dramatically. Earlier more than half the quotes and proposals had to be re-examined, now it's less than 5%.

Few quotes now need manual approvals since the correct pricing and discount information is applied automatically, helping to shorten the sales cycle even as it brings about accountability for discounting. Higher priced products were automatically discounted if lower priced units were unavailable, leading to increased customer satisfaction. The solution creates a professional looking proposal that easily incorporates new terms, markets or products if necessary.

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://calliduscloud.com/products/quote-software/
Or call **1 866 812 5244**.

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