

CASE STUDY



Business Profile

Founded in 2006 Breathing Buildings specialises in providing natural ventilation systems using its patented e-stack technology and world leading design consultancy.

Industry

Construction

Geography

Based in Cambridge, England

Solution

- Used Word to manage quotes
- Inefficient, error prone and time-consuming process
- Manual reporting

Benefit

- Increased order volume
- Flexibility in specific business processes
- Improved quoting accuracy

Breathing Buildings increases Sales using CPQ.

Breathing Buildings specialises in providing natural ventilation systems and design consultancy. As buildings become more contemporary in their design, sustainable strategies, such as natural ventilation, are becoming increasingly important to a structure's core principles. This approach allows a building to use 60 per cent less energy, whilst improving the air quality for the occupants within it.

The Challenge

Historically construction related quotations within the company had been generated by using MS Word. However, with the growth of the business over time this became more difficult to cope with the volumes and complexity of quotations needed. The company also provided multiple quotations for tenders and this meant copying a quotation many times for different organisations.

Breathing Buildings wanted to use a specific quoting solution to improve its efficiency, consistency and accuracy as well as creating certain business specific rules. Whilst the company is fast growing, it operates within a niche market and required a 5 user licence. This request excluded the majority of solution providers on the market as many tools could only accommodate large enterprises rather than small to medium sized businesses.

The Solution

CallidusCloud's Configure, Price, Quote (CPQ) was offered as a scalable and flexible solution from 5-50,000 users. A 30 day trial version was provided free of charge and this allowed Breathing Buildings to become familiar with the feature set on offer in their own environment. CallidusCloud also offered UK based support for their CPQ solution. This was another key requirement of the company.

After a successful trial period, Breathing Buildings decided to adopt CPQ as their new quoting solution replacing MS Word. As a cloud based solution, the purchase could be made without the need for any new IT infrastructure.

Onboarding consultancy was carried out in-house and a pre-production environment allowed Breathing Buildings to gain a thorough understanding of some of CPQ's capabilities.





“CPQ has met our business needs, and helped increase our turnover significantly. It has provided high levels of flexibility and accuracy in line with improving the efficiency of our quoting process. Without the introduction of CPQ we would not have been able to deliver the increase in quotes that are vital to growing the business.” David Wilkinson, Managing Director, Breathing Buildings.



The Results

Since using CPQ Breathing Buildings has been able to make significant process improvements as well as increasing its efficiency, consistency and accuracy within the quoting process. The business has grown significantly since using CPQ with an increase in order intake growth as well as turnover. Order volumes have doubled in 12 months and quote volumes have risen by 350% since the introduction of CPQ.

All quotes are professionally branded with its logo and branding, and maintain the same consistency throughout. CPQ's inherent openness and flexibility also allows certain rules to be created around business specific processes.

Automated reporting ensures that senior managers are kept abreast of the live quotations in CPQ, providing an accurate view of the sales pipeline. This allows managers to more accurately plan and resource the projects accordingly.

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About CPQ by CallidusCloud

CPQ is a deal maximiser 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 **+44 (0) 207 849 6870**.

