

SIGMA

NEXT DONE NOW™

Product Brief



SigmaCPQ™

Escape from quote-to-cash confusion to capture revenue from a new generation of digital services.

Many service providers are locked into sales and service silos that reflect their historic offerings and sales channels. Tomorrow's service providers, exploring new markets such as connected cars, connected home and a myriad applications of IoT, need agility in what they offer, across all sales channels - and across digital channels in particular.

Sigma CPQ is the omni-channel quote and order capture application of the Sigma Create-Sell-Deliver Portfolio that defines how your business sells, increasing the speed and accuracy of sales quotes and orders with an immediate effect on sales efficiency, business agility and customer satisfaction.

True Omni-Channel

Sigma CPQ abstracts products from underlying sales channels, allowing customers and CSRs to move easily between digital, mobile, physical and other channels with a single consistent definition of the product and with minimal management overhead.

Complexity Made Configurable

Sigma Catalog underpins Sigma CPQ to break even sophisticated enterprise propositions down to manageable sub-components and tasks that can be referenced and re-assembled for configuration and quote. Sigma CPQ makes ordering multi-site VPNs as easy as ordering consumer mobile services.

MACD Covered

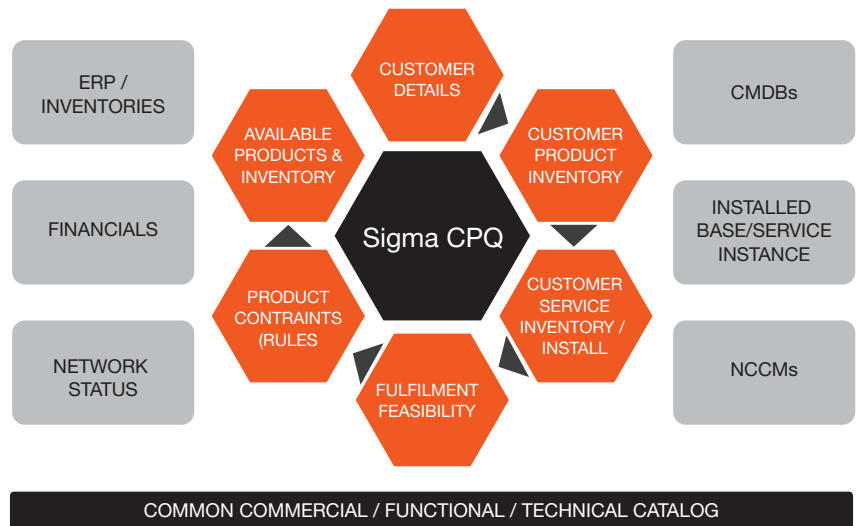
It's one thing to order new services, but moving, adding, changing or deleting services for existing customers brings a whole set of challenges that most CPQ applications can't handle. Deployed in the cloud or on-premise, Sigma CPQ covers MACD right from the start for every type of customer, product and channel.



Sigma CPQ

Pre-integrated with the Sigma Catalog that defines the product portfolio, Sigma CPQ ensures consistency across the sales function and across all sales channels. Validated from the moment a quote is formed, Sigma CPQ minimizes costly order fallout and rework – good for the enterprise and the customer too.

Sigma CPQ works closely with supporting sales systems and processes, like Salesforce and Microsoft Dynamics CRM. CSRs, sales people and customers are guided through options which recognize product and service rules and the customer's existing service context, so incompatible elements are never offered.



Sigma CPQ in the Context of Sales Systems and Processes

Benefits

Faster Order Turnaround

Working from pre-built and validated product and service components to configure the customer proposition, Sigma CPQ greatly improves order accuracy and turnaround speed, leading to a higher conversion rate of customer offers and superior cash flow.

Customer Sales in Context

Recognizing the customer's existing service context – the services, devices and customer equipment that may already be installed and active - allows a more competitive and relevant customer proposition – a better sales experience for the customer, a more productive experience for the sales person and a higher rate of closure.

Lower Cost of Sales

Working from catalog-defined and field-proven products, services and capabilities results in a more rapid order throughput, while minimal human intervention in the configuration process reduces order fallout and costly rework, cuts cost of delivery and cost of sale and drives up margins.

How to Recognize Quote-to-Cash Confusion

- Are most of your sales still coming through the contact centre?
- Are ineligible and incompatible products leading to order fallout and unhappy customers?
- Can customers start a quote on one channel and finish it on another?
- Are you maximizing the sales potential of new digital markets?

Easy and Faster Integration

Sigma CPQ enables lower integration through its microservice-based architecture. Sigma CPQ can be integrated with all and any front-end order capture systems, and is viable with third-party catalog products. Sigma CPQ provides productized pre-integration connectors to work seamlessly within Salesforce and Microsoft Dynamics CRM.





SigmaCreate-Sell-Deliver™

SigmaOrder Management™

Commercial and Technical Order Über-Orchestration and Fulfilment Management

SigmaPortfolio Inventory™

Installed Product, Service and Resource Inventory Management

SigmaInsights™

Business and Operational Data Analytics & Decisioning

SigmaCPQ™

Cross-Market / Omni-Channel Quote and Order Capture

SigmaCatalog™

Commercial Product and Technical Service Catalog and Lifecycle Management

SigmaProvisioning™

Network Service and Device Activation

Guided Selling and Dynamic Pricing



Sigma CPQ is tailored precisely to your service provider business. Sales people and CSRs are guided through your sales process, their route dependent on the customer, product and commercial rules and constraints created by your business.

Product and Offer Configuration



Sigma CPQ eliminates the duplication and confusion common in service management environments that adds to cost and undermines business agility. Within and driven from Sigma Catalog, products, bundles and offers are instead assembled from simple, pre-tested sub-components, greatly accelerating the sales process and reducing the possibility of order failure.

Quote Validation



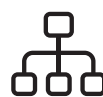
The final customer quote is validated to confirm that the order will not fail when executed, minimizing the likelihood of costly fails and customer dissatisfaction.

Rules Enforcement and Contextual Awareness



Sigma CPQ intelligently recognizes rules and status information relevant to the customer – such as existing services and CPE, commercial bundling and cross-selling policy, and other factors which may influence the eligibility of services.

Catalog-Driven



Sigma CPQ is driven by Sigma Catalog – a single source of product definitions, rules, pricing, promotions and other key product information - minimizing the possibility of conflict, inconsistency and failure. While it integrates with other catalog applications, Sigma Catalog and Sigma CPQ together make the process of defining and implementing how your will sell across all its channels faster and less costly.

Control the Sales Process on Every Channel Across All Markets



Sigma CPQ within Salesforces and Supporting E-Commerce Deployment

Sigma CPQ: Realize A Truly Omni-Channel Sales Strategy

Digital markets advantage – Smarter service management frees resources to invest in new service innovation and new market opportunities.

Digital channels advantage – Sigma CPQ is optimized for digital channels such as web shops and self-service portals, reducing high-cost reliance on the contact center.

More contracts and long-term revenue – Quicker and more accurate quotes lead to a higher sales conversion rate and increased revenue.

Faster time-to-cash – The immediate conversion of quote to delivery (driven through the same catalog) means minimal delay in order fulfillment – better for the customer and bringing cash into the business more quickly.

A better ordering and service experience – Fewer fails means happier customers, pushing up loyalty, lifetime value and NPS.

Higher customer spend – Automated catalog rules mean that cross-sell and upsell propositions can be made more intelligently and revenue per customer maximized.

Enterprises Trust Sigma Systems



Sigma Systems is the original innovator in catalog-driven create-sell-deliver software products for communications, media, and high-tech companies. It serves over 80 customers in 40 countries with its award-winning products. The Sigma Create-Sell-Deliver Portfolio includes enterprise-wide Catalog, CPQ, Order Management, Provisioning, Portfolio Inventory and Insights products in addition to offering a core set of services including professional services, cloud services, and managed services. Sigma utilizes an agile approach to implementing its create-sell-deliver products for its customers. Sigma has offices in North and South America, Europe and Asia Pacific, with technology and integration partners globally.