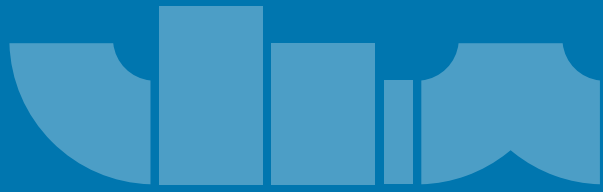




## **encoway CPQ**

How to master variety in a  
simple and intelligent way



WELL EQUIPPED.

CPQ

## For digital sales and product communication

**Configuration as a software component has become an indispensable part of any digital marketing strategy for variant manufacturers and system suppliers. However, to be successful, you need more than a configurator alone. The information-gathering processes of the end customers and the sales processes in the manufacturing industry are more diverse than ever. It is therefore important to observe the following developments and challenges:**

- Customers expect more and more support when selecting a product (“self-service”).
- The increasing variety of products and solutions results in ever-shorter innovation cycles and an increasing modularisation of products.
- Procurement processes are changing rapidly. An increasingly networked and mobile society also leads to new possibilities for product determination and procurement.

Sales and procurement processes are changing. More than ever, the focus is on the customer and variant manufac-

turers are becoming variant sellers. Traditional distribution channels, product communications and e-commerce now have to go hand in hand.

**CPQ (Configure, Price, Quote)** software simplifies and speeds up the quotation and sales processes for variant and modular products, systems and solutions. With the encoway CPQ product family and the encoway configurator, you will be able to master the challenges with ease and ensure that you are well equipped for the coming years.

**The core component and the most important part of a CPQ solution is the configurator.** encoway has one of the most powerful configurators available on the market today. It is based on methodologies from artificial-intelligence research. For more than 15 years now, it has excelled as the perfect solution for the growing configuration challenges in the manufacturing industry. From component and apparatus production to mechanical and plant engineering.

# configure | price | quote



**With the encoway CPQ product family you can implement solutions for a whole range of scenarios:**

## **Successful variant sales**

With encoway **CPQ Sales** your variant sales will be more successful. No more incorrect quotations. No more time-consuming queries for the internal sales team from the field sales force.

**CPQ Sales** enables you to create error-free, high-quality quotations in next to no time.

## **Product communication and e-commerce**

Do you have to deal with product communication or e-commerce for variant products? Then encoway **CPQ Showroom** is the perfect choice for you. encoway **CPQ Showroom** can be integrated into your existing shop, commerce, or online-marketing landscape. **CPQ Showroom** contains a configurator that you can customise seamlessly to fit your corporate design.

## **Multi-channel/Omni-channel**

The best thing is that you can combine **CPQ Sales** and **Showroom** for your multi-channel solution, because both are provided with up-to-date data via

exactly the same maintenance environment. Offer your customers a unique user experience with **CPQ Showroom** and provide your sales professionals and power users with the flexibility and efficiency they need to be successful with **CPQ Sales**. With encoway **CPQ Studio**, you have our easy-to-use maintenance environment at your disposal, which allows you to maintain and publish all the relevant data for your CPQ solution. It goes without saying that **CPQ Studio** is equipped with interfaces to transfer data from existing systems.

## **Product configuration**

It is not uncommon that the solution space of one of our customers' variant products is in the region of  $10^{20}$ . Despite this, sales employees, business partners and customers must be able to find the right variant quickly and reliably. Although they all have different levels of previous experience, they want to be addressed individually, and regional restrictions have to be taken into account. With **CPQ Studio** and the encoway product configurator, nothing could be simpler. And you are, of course, also able to transfer existing data from ERP or PIM systems via interfaces. A special feature for SAP ERP

customers is that you can extract your existing LO-VC models and use them in encoway CPQ.

### **System configuration**

Do you provide your customers not only with individual products but also entire systems? This too can be realised with encoway CPQ. With encoway **CPQ Studio**, systems made up of discrete or configurable products can be described and specific connections between the system components can be established. Perhaps the mains voltages or interfaces of the components have to fit together. Or maybe legal requirements for the complete system have to be taken into account. Because everything is mapped as a system, you only need to enter the global information once in order to reliably obtain a consistent system every time. The advantage of the encoway CPQ product family is that it provides an evaluation of the system configuration across the entire CPQ process. For example, you can also include information about the system configuration in the order confirmation, even though your ERP only recognises the individual products, not the complete system.

### **Solution configuration**

The supreme discipline of configuration is solution configuration. It changes the perspective: away from the manufacturing and supplier perspective towards a customer-oriented viewpoint. Rather than asking your customers which product they would like, you directly address their needs and requirements. You ask them what they want to do. The encoway product family maps the information through the entire CPQ process chain. This approach has several advantages. Your customer feels understood and reaches a better result faster, strengthening their trust in your portfolio and your brand. Suppliers are able to market product innovations more easily, because customers often do not choose the product that best fits their requirements, but the product that they know. Another major advantage is that you acquire information to help improve your service quality, because you not only know what your customer has bought, but also what they want to do with it.



Quote generation for complex products and solutions.



## encoway CPQ Sales

**encoway CPQ Sales is the standard software for product configuration and quote generation for the internal sales team and the field sales force. Web based and, whenever required, offline, as a simple quotation writer or integrated into CRM processes – the software includes everything you need for preparing quotations for complex products and solutions.**



### Configurator

The CPQ Sales configurator has been continuously further developed for many years now, and is in operation at various well-known companies. It is based on research in the field of artificial intelligence. Rules are not programmed but can be professionally modelled. The interface of the configurator is generated on a fully dynamic basis from the underlying data.

The configurator focusses on the user, who is guided intuitively through the process. The user can decide whether to follow the suggested order or to jump back and forth. Images and help texts simplify the task and enable new users to get started. The user is informed about non-combinable input

and is given the opportunity to make corrections. In this way, you can easily configure machines, plants, appliances, components or even complete solutions from various configurable items. And should the standard modular system not be sufficient, the system also allows you to offer specially developed system-compatible products.



### Product catalogue

The integrated electronic catalogue provides the user with up-to-date product information at any time. Thanks to intelligent search and filtering mechanisms such as hierarchies, combinable filters and the full-text search, users can quickly find their way around extensive portfolios – regardless of whether they are looking for configurable or non-configurable products. Portfolio filters and multilingual data maintenance ensure that each individual can only see the products that they are allowed to sell – in the appropriate language. The integrated favourites feature allows configurations to be saved for future use, independent of individual quotations.



## encoway CPQ Sales



### **Calculation**

Calculating prices – just as easy as in Excel, but reliably, and with an authorisation system: this balancing act is mastered by the calculation function of CPQ Sales. Whether percentage discounts, absolute price reductions, “smoothing out” of prices or the formation of discount groups: everything is already included as standard. At the same time, user-related discount limits and item-related discount blocks can be mapped. Quotations in foreign currencies can also be generated thanks to the integrated currency conversion feature.



### **Quotation printing**

The quotation is the calling card of your company in the crucial sales phase. encoway CPQ Sales operates on a template basis, thus separating the presentation and the content of the documents. This ensures that your offers are always created in accordance with the corporate design. With images, graphics and multilingual texts, you will ensure that your information also has an impressive advertising effect. There are several popular output formats, including Word and PDF.

Incidentally: by conditional formatting and logic within the text blocks you can reduce the number of print templates significantly. Why not try it out?



### **Quotation management**

CPQ Sales includes extensive options for the management of quotations. No matter whether you want to work together as a team to prepare a quotation, or are looking for a central storage place that includes authorisation and audit control – CPQ Sales includes several features as standard. A workflow engine that allows superiors to release quotes completes the package.



### **Interfaces**

CPQ Sales can be run either as a standalone application or integrated into CRM or ERP processes.





**ALWAY  EADY**

Perfect portfolio solutions in your applications.



## encoway CPQ Showroom

**With encoway CPQ Showroom, your customers will quickly find the right solution from your extensive product portfolio – on your website, via the dealer portal or in your individual applications.**

encoway CPQ Showroom integrates the powerful core of encoway CPQ into your applications – providing access to the comprehensive electronic catalogue with its extensive search, filter and navigation features, and our product configurator which serves as an engine for your individual sales processes.



### **Your individual application – enjoy the benefits of our APIs**

With the powerful API, you can use the product configurator and the electronic catalogue as services in your own applications. You can thus create applications with a customised user experience – and, if required, in your company's corporate design.

It does not matter whether you run the configurator in your internal network or directly in your shop or content management system on the internet. The use of platform-neutral standard

technologies (REST API) allows both the integration into existing back-end systems and infrastructures, and the development of great-looking user interfaces with modern architecture approaches, for example via client-side JavaScript.

The configuration interfaces and catalogue navigation are data-driven. Thanks to the strict separation of the product content and the user interface, you are able to maintain and update the application and the product data independently.



### **Product communication – consistent in multiple channels**

Ensure the maximum benefit from your product data. You only need to maintain the product knowledge once in order to provide various views – for example based on the sales channel and the user's experience with your product portfolio. Thanks to the strict separation of the content and form, it is also possible to seamlessly integrate the configurator into your dealer's online presence. You are thus able to integrate your configurator directly into the value chain of your sales partners.



## encoway CPQ Showroom

CPQ Showroom allows you to centrally manage your portfolio for different markets with ease. You are able to centrally maintain portfolio sizes, product data and product rules, and use the appropriate sections for the different target markets. Changes to your product portfolio are quickly and consistently made available to everyone involved.

Your customers always receive the most up-to-date information – on every digital channel and worldwide – thanks to the comprehensive support of the Unicode capability and the availability in multiple languages.



### **Optimized sales process – right up to ERP**

By using the platform-neutral services, CPQ Showroom allows you to integrate the product configuration into your front and back-end systems – and if required, right up to the ERP system. The central data maintenance and modelling approach helps to automate the interfaces between the different front-end systems (electronic

catalogue, shop, customer self-service, CRM, and ERP). This will provide an integrated omni-channel sales structure with automated interfaces between the systems. You can, of course, also integrate encoway CPQ Sales for sales support.

The open interfaces in CPQ Showroom allow you to reliably automate the transfer of the quotation to order processing. For the integration with SAP ERP, we can provide an add-on: CPQ Showroom for SAP® LO-VC.





ERP



# CORNER ONE

Central location for data maintenance and structure.



## encoway CPQ Studio

**encoway CPQ Studio is the cornerstone of encoway data maintenance and the perfect central location for structuring your product modules.**

Here, your products are “modularised“, i.e. “broken up” into pieces and reassembled using a specific set of rules. You thus achieve an optimal product structure that describes the largest possible part of your portfolio with as few individual items as possible. CPQ Studio is completely multilingual and supports your international distribution channels with, for example, various price lists, currencies and much more.

### **Generating product logic**

CPQ Studio is the standard tool for creating product logic: from simple IF/THEN logic that can be “clicked together” via drag and drop, to complex calculations and the integration of external libraries.

With CPQ Studio even non-experts can create product logic easily and intuitively with minimal training. The expert editor also provides extensive calculation possibilities. You are able to decide yourself to what extent you wish to immerse yourself in the field of product modelling.



## encoway CPQ Studio

### **Maintaining product data**

With CPQ Studio you can not only create rule sets but can also manage all the text and media information from your modular sales system. Not only multilingual texts can be maintained, but also language-specific images and technical data. Intuitive operating elements allow use without any expert knowledge. These include a WYSIWYG (what you see is what you get) editor and a product structure tree maintained by drag and drop.

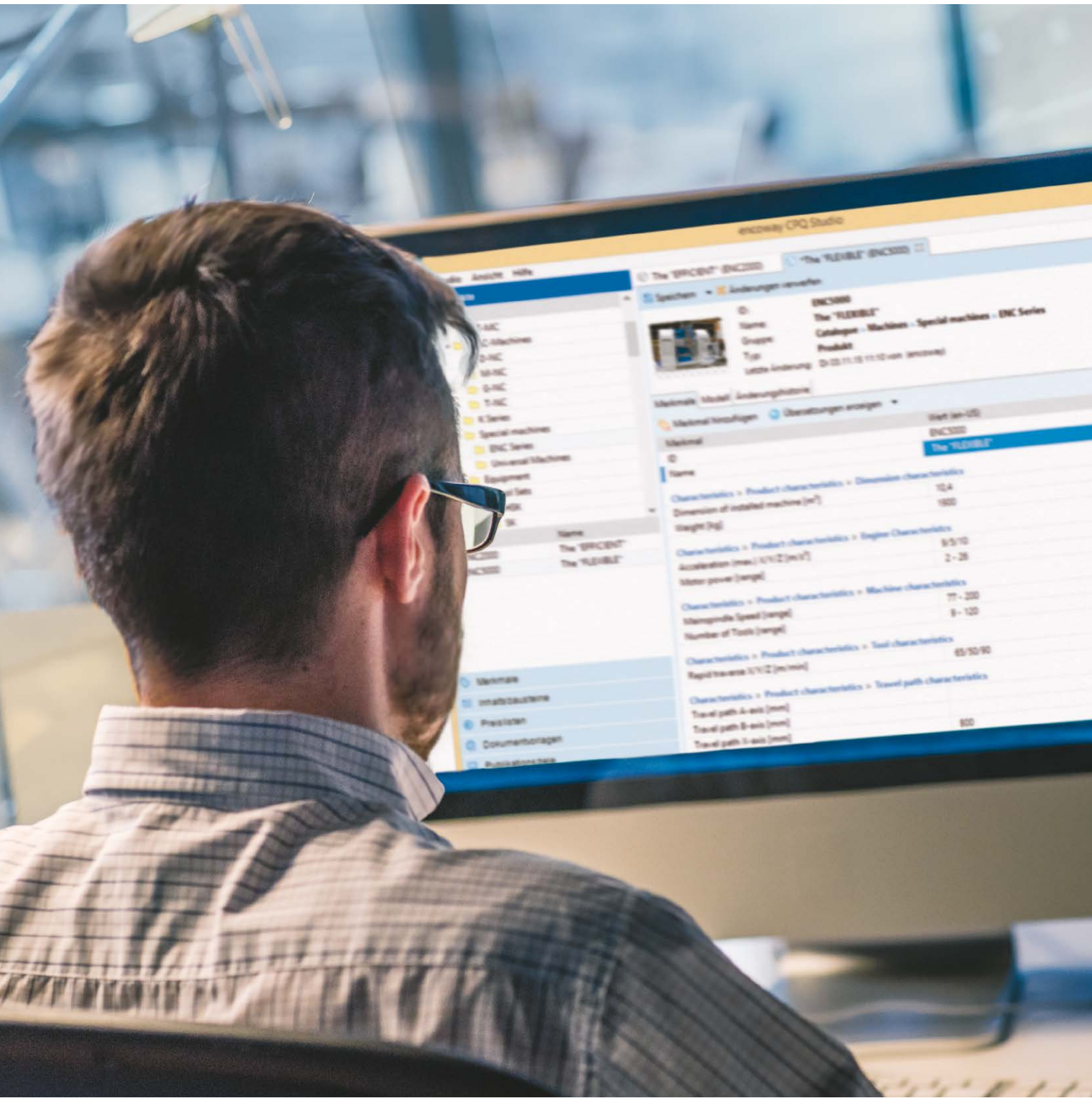
Prices are maintained by country or region. The product portfolio can be prepared in such a way that certain sales organisations can only see specific sections of it. The integrated functions for mass data maintenance allow you to quickly add or modify large amounts of data.

### **Importing data from external systems**

Typically, data from, for example, ERP or PIM systems should be reused during the product configuration. CPQ Studio has data interfaces for importing product information. In addition to the XML-based and comprehensively documented standard interface for external systems, CPQ Studio also provides integration with SAP® ERP.









## encoway CPQ add-ons

### **encoway CPQ Sales for Microsoft Dynamics® CRM**

This solution for Microsoft Dynamics® CRM enables the seamless integration of CPQ Sales into the sales processes of the CRM system. All the familiar process steps – such as lead, opportunity and quote management – function just as they usually do. encoway CPQ Sales adds the functions product selection and configuration, pricing, and document printing in the quote. You benefit from the comprehensive capabilities of Microsoft Dynamics® CRM and the additional possibilities offered by our CPQ software. And the best thing is: your employees will not even notice that they are using two systems at the same time. encoway CPQ Sales feels like an integral part of the CRM system.

### **encoway CPQ Sales Offline-Client encoway CPQ Showroom Offline-Client**

If employees have to travel a lot and need to work in places where no internet access is available, an offline solution is required. encoway Offline Client allows the use of the functions of our CPQ software when there is no connection to the outside world. Internal checking mechanisms prevent the creation of proposals based on outdated databases.

**encoway CPQ Sales for SAP® LO-VC**  
**encoway CPQ Showroom for SAP®**  
**LO-VC**

If you already maintain product knowledge in SAP® LO-VC, you have probably often wanted to use this knowledge and product data without SAP, for example in a mobile sales application for your sales force or as a web configurator within your website. Your encoway CPQ solution extracts logic and product data from SAP ERP and evaluates them 1:1 without connecting to SAP and, if required, offline!

**encoway CPQ Showroom Document Engine**

The add-on for CPQ Showroom generates great-looking documents at the touch of a button. Whether quotations, price lists or customer-specific brochures – you can decide on the design and content yourself. The engine can create lengthy documents with hundreds of pages, and combines a layout in corporate design with fully customised content.

You can create the design of the layout templates yourself in Microsoft® Word without any expert knowledge. The intuitive Designer allows you to create templates much like a form/mail-merge letter with placeholders. The Document Engine then fills out the placeholders with customer-specific content during configuration.





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