ACCELERATING

THE DIGITAL SALES PROCESS

Microsoft PROS. icertis Applied Cloud Adobe

How efficiently are you closing new business for your organization and moving leads down the path to purchase? An inefficient sales process coupled with today's unprecedented market disruptions can introduce risks, inefficiencies, and costs that can stifle even the most successful organizations.

DIGITIZATION OF THE SALES PROCESS IS MORE CRITICAL NOW THAN EVER

⇒ **ORGANIZATIONS NEED TO RECOGNIZE REVENUE QUICKLY**

Many organizations have seen revenue disruptions during COVID-19. Sales leaders are facing increased pressure to recapture revenues quickly by delivering a personalized sales experience where customer needs are uniquely understood.

⇒ **CUSTOMER EXPECTATIONS ARE SHIFTING RAPIDLY**

Many businesses are shifting from a growth mindset to a focus on cost optimization. As a result, competition for revenue is tightening and organizations will need to demonstrate their understanding of each customer's priorities and the ability to rapidly respond to meet those needs throughout the sales process.

⇒ **MANUAL PROCESSES AND DISPARATE POINT SOLUTIONS ARE BLOCKING AGILITY**

As competition increases, sales leaders can differentiate themselves by delivering the right products, price, quotes, and contracts necessary to close the deal and optimize the remote buying experience for customers. Successful sales leaders will forgo disparate one-off systems, and tap into fully integrated solutions that accelerate all aspects of the sales process.

⇒ **DIGITAL CHANNELS ARE NOW THE PRIORITY**

These unprecedented times have accelerated many organizations' adoption of digital and self-service channels. Innovative sales leaders are putting in place digital solutions that unite customer relationship management, dynamic pricing, contract management, and e-signatures to rapidly advance the lead-to-cash process.

Organizations need a digital sales process that enables them to respond quickly to their customers' shifting priorities; delivering the right products at the right price, easily managing contracts around changing conditions; and making it easy for customers to sign documents from anywhere. Organizations without a robust digital sales process ready for this new normal will struggle to compete and could see slow downs in revenue recognition.

DIGITIAL SALES ACCELERATOR

Microsoft, PROS, Icertis, and Adobe have partnered together to reimagine the digital sales process. We are transforming the future of commerce by accelerating the lead-to-cash process for hundreds of businesses around the world. Through a seamless, unified experience across our products companies can reduce sales cycle times by up to 92% and deliver a frictionless buying experience to customers.

Our digital sales accelerator is a complete lead-to-cash solution that enables organizations to improve the speed, agility, and effectiveness of their entire digital sales process. Discover how we have united Microsoft Dynamics customer relationship management (CRM), PROS configure, price, quote (CPQ) software, Icertis contract lifecycle management (CLM), and Adobe Sign electronic signature solution to help sales leaders to rapidly recognize revenues and deliver exceptional purchasing experiences for their customers.

ACCELERATE THE DIGITAL SALES PROCESS TO
RAPIDLY RECOGNIZE REVENUE

LEAD > OPPORTUNITY > QUOTE > SALES ORDER > CLOSE > INVOICE

CUSTOMER RELATIONSHIP MANAGEMENT

Understand customer needs and accelerate sales performance

+

CONFIGURE, PRICE, QUOTE

Rapidly configure and quote the right products at the right price for every deal

+

CONTRACT LIFECYCLE MANAGEMENT

Accelerate contracting to drive quick time-to-value

+

ELECTRONIC SIGNATURES

Deliver paperless signing experiences for seamless closing

Microsoft Dynamics 365   PROS.   Icertis Applied Cloud   Adobe Sign

INTEGRATED FOR A SEAMLESS EXPERIENCE

CUSTOMER RELATIONSHIP MANAGEMENT

In this increasingly complex sales environment, sellers need to take action based on insights, build strong relationships, and increase sales performance, all while maximizing productivity. Microsoft Dynamics 365 is a modern customer relationship management platform built to empower sellers to better understand customer needs, engage more effectively, and win more deals. Dynamics 365 can help:

Microsoft Dynamics 365

STRENGTHEN CUSTOMER RELATIONSHIPS

Unify real-time data from multiple sources to provide sellers with a 360-degree view of their buyers, enabling them to better understand their needs and build strong, long-lasting relationships.

DRIVE SALES PRODUCTIVITY

Enable your sellers to spend more time with customers and less time entering data with contextual prompts that suggest new records to create as they enter notes.

DELIVER ACTIONABLE INSIGHTS

Empower sellers to rise above the noise with intelligent insights and analytics that empower them to adapt quickly to shifting priorities with high-touch, personalized interactions based on historical and predictive data.

Westpac employees help customers complete transactions in minutes instead of days. **See how they did it**

"As we use Microsoft Dynamics 365 to centralize data, we will better understand which banking and financial services each customer needs to succeed—and what we should be delivering to them."

– David Quinn, Head of CRM Development, Westpac New Zealand

![PROS logo]

CONFIGURE, PRICE, QUOTE

Customers today expect fast quotes that demonstrate an understanding of their individual needs—from product and service offerings to pricing and delivery of documents for each deal. PROS Smart CPQ automates the configure, price, quote process, empowering sales teams to respond to customer quotes, bids and RFP requests within minutes.

GET FASTER QUOTE TURNAROUND TIMES

Accelerate the sales process with a powerful quoting tool that helps your reps find the right product, customize configurations, price just right, manage approvals, and generate professional proposals.

INCREASE DEAL SIZES

Use artificial intelligence (AI) and machine learning (ML) to analyze buying patterns and market data to provide tailored product recommendations and prescriptive guidance to sellers.

IMPROVE SALES EFFECTIVENESS AND PRODUCTIVITY

Increase sales efficiency by automating complex workflows, providing analytical insights, delivering optimized price recommendations, and eliminating long price approvals.

Manitou decreased ordering time from 30 days to 1 day with PROS Smart CPQ. **See how they did it**

"With PROS, dealers can order directly from an electronic catalog to configure and place orders, ensuring a real-time sales experience and complete order accuracy. Our sales teams are now guided to products that customers need, with precise configurations, pricing, and quotes."

– Randy Carey, Manitou Group, Vice President, Digital Transformation

CONTRACT LIFECYCLE MANAGEMENT

Contracts form the foundation of commerce, dictating every dollar coming into and out of any organization. Manually creating and managing sales contracts, however, can hinder efficiency and introduce a major source of risk. By digitizing the contracting process, organizations can speed approvals, reduce paperwork, and simplify the proposal and contracting process. The Icertis Contract Management platform can help:

ACCELERATE CONTRACTING

Accelerate sales by automating contract lifecycle management (CLM) including creating, viewing, approving, managing, and collaborating on contracts using a single platform. The platform fits seamlessly into current sale workflows and systems to provide a unified experience across Microsoft Dynamics 365, PROS CPQ, and Adobe Sign.

REDUCE RISK AND IMPROVE COMPLIANCE

Create contracts in real time using standard templates, clauses, and language stored in a centralized library with easy interoperation with Microsoft Word. Take advantage of AI-powered insights to identify and mitigate risks by proactively monitoring contractual obligations and deviations.

DRIVE EFFICIENCY AND AGILITY

Keep deals moving forward with the advanced contracting capabilities necessary to accelerate the sales process, including configurable proposal creation rules and templates, guided self-service sales contract wizards, adaptable approval workflows, and AI-powered sales contract insights.

Chemonics achieves a 50% reduction in contract turnaround time and admins costs. **See how they did it**

> "Microsoft sales teams have been able to dramatically reduce the contract cycle time from 90 days to only 15."
>
> –Tony Ulkekul, Head of Enterprise & Corporate IT, Microsoft

ELECTRONIC SIGNATURES

Contracts are often reviewed and signed by many individuals across all involved parties. Sending paper-based contracts is time-consuming, inefficient, and results in higher risk of getting misplaced, forgotten, or damaged. By moving to the Adobe Sign e-signature solution, organizations can transform manual signatory processes into all-digital experiences and speed every transaction in every department.

SEND AND SIGN FASTER

Speed up every transaction in the digital sales process by having recipients e-sign documents from virtually any device.

REDUCE COSTS

Using e-signatures helps reduce spending on paper, ink, and postage to deliver potentially substantial cost savings for larger organizations.

STAY COMPLIANT

Adobe Sign complies with the broadest range of legal requirements, the most demanding industry regulations, and the most stringent security standards around the world.
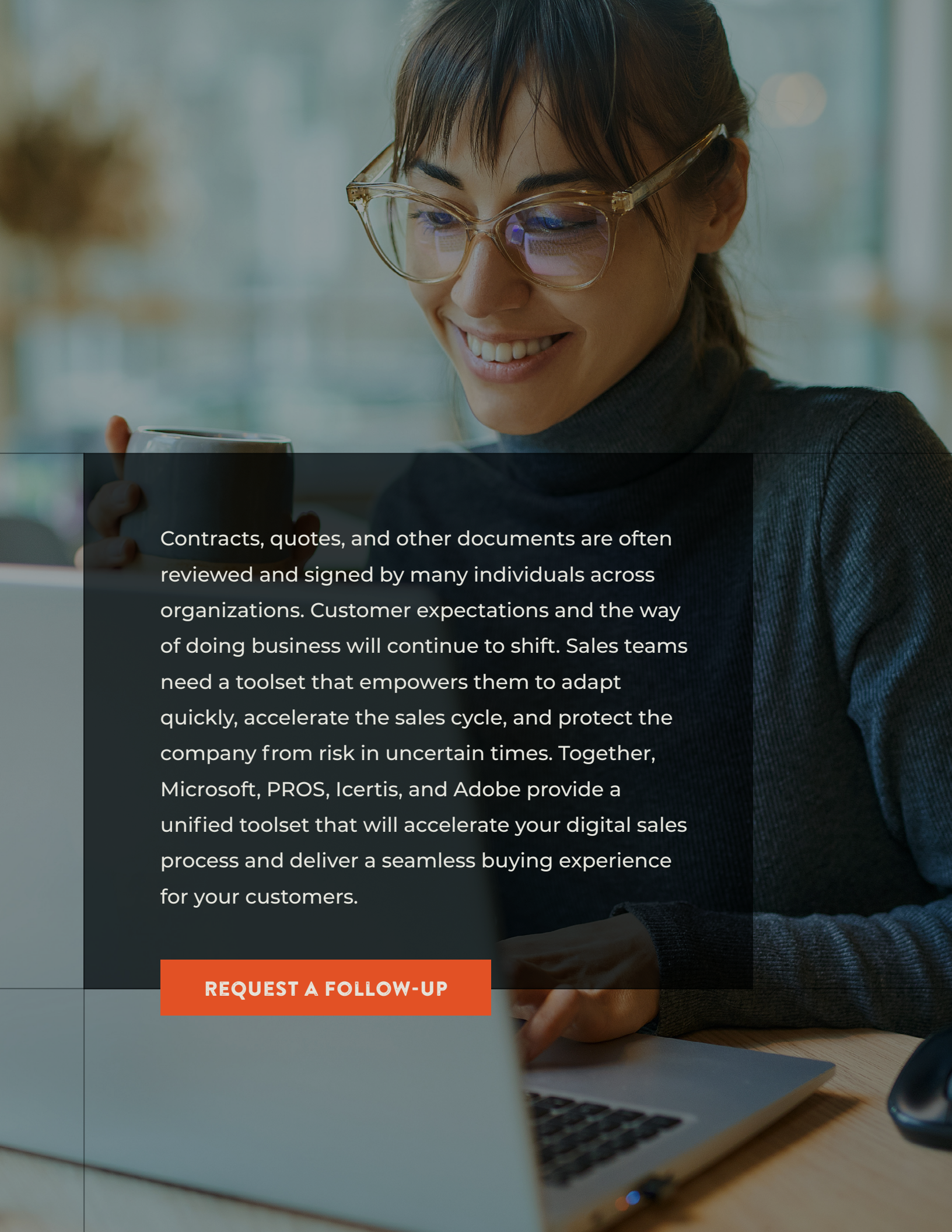
Contracts sent from KLM Airlines to customers are returned within weeks not months. See how they did it

"With Adobe Sign, we can know where our contracts are at all times. The added visibility strengthens client relationships and frees up time to focus on other critical activities."

– Joost van de Bunt, Business Development Manager, KLM

Contracts, quotes, and other documents are often reviewed and signed by many individuals across organizations. Customer expectations and the way of doing business will continue to shift. Sales teams need a toolset that empowers them to adapt quickly, accelerate the sales cycle, and protect the company from risk in uncertain times. Together, Microsoft, PROS, Icertis, and Adobe provide a unified toolset that will accelerate your digital sales process and deliver a seamless buying experience for your customers.

REQUEST A FOLLOW-UP