

Recovering from a failed CPQ implementation

Challenge

From CPQ failure to CPQ success

telent, a major UK ICT solutions and services provider, acquired a smaller European provider several years ago and decided to retire the smaller company's online quoting system.

The consolidated quoting team had no choice but to rely on a battalion of spreadsheets to help calculate £50 to £60 million per annum in costs for a wide variety of customers and vendors.

The error-prone nature of spreadsheets as well as versioning issues were certainly problematic for the team, but training new starters also became extremely challenging. Each type of quotation had its own specific spreadsheet template—templates that would occasionally get overwritten and wipe out formulas, increasing both errors and demands on the team. To complicate matters, in telent's business, technology and pricing evolve constantly, making it difficult to manage changing inputs.



"For our business, a huge challenge is constant change in technology and pricing. Solution parameters change, as does vendor pricing. Most CPQ solutions are built for simpler environments and are not engineered to account for this rate of adjustments. We have found that servicePath not only handles great complexity, but also constant change."

– Hannah Buckley,
Sales Operations Manager, telent (UK)

Top Benefits Achieved

- Accurate quotes out of the gate in minutes delighted telent customers
- Reduced dependency on pre-sales resources
- Ability to track/audit all actions on the system
- Salespeople can model deals, predicting payback and ensuring profitability
- Personalized CPQ dashboard giving clarity on each deal while showing win rates, margins & other key metrics
- Best-in-breed dashboard integration for a holistic view of the business

The Solution Journey

telent reviewed multiple CPQ options including Oracle and Salesforce, ultimately choosing Steelbrick—a system that integrated natively with Salesforce, for ease of use—just as (unbeknownst to telent) that system was acquired by Salesforce.

From the outset, the Steelbrick / Salesforce CPQ solution struggled to cope with telent's complex quoting requirements. After a little over a year of configuration and customisation, the telent team made the decision to review their CPQ provider. A colleague new to the business recommended servicePath as a viable alternative, and initial demos exceeded everyone's expectations. Thanks to servicePath's deep industry knowledge, servicePath CPQ+ had no trouble coping with telent's complex quoting needs. During what turned out to be a relatively smooth 8-week implementation, servicePath/Salesforce integration proved seamless, with robust and intuitive reporting.

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The main difference in the servicePath CPQ+ implementation was the absence of custom coding and servicePath's attention to detail. The final solution did not contain custom code that could not be rolled back when parameters changed, as with the previous CPQ solution. The servicePath team worked above and beyond to deliver the project within our timeline, supporting the internal project team in making last minute changes during implementation – a level of service we had certainly not received previously.

~ Hannah Buckley, Sales Operations Manager, telent (UK)

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Results

servicePath CPQ+ has completely changed the telent sales team's ability to respond to customer requests for quotes. Sales team members were empowered to get quotations out the door much more quickly and with improved accuracy. servicePath CPQ+ took care of much of the heavy lifting and complex formulas—which the pre-sales team had been relied on for—even in the case of quoting support services, which can entail hundreds of individual calculations. servicePath has proven such a good fit that telent is preparing to roll servicePath CPQ+ out across additional areas of the business.

Top telent CPQ Pluses:

- Sales teams empowered to produce a huge variety of quotes efficiently & accurately
- Reduced dependency on pre-sales resources
- Fast, accurate quotes delighted telent customers
- Personalized CPQ dashboard in Salesforce shows pipeline metrics by product set
- Complete clarity on each deal, giving leadership key decision-making data

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“One thing that we appreciate is servicePath’s protocol of quarterly review meetings in which we compare roadmaps. This helps us to understand and start using new servicePath CPQ Plus features, and for servicePath to anticipate our future needs. Other companies don’t do that, but certainly should.”

~ Hannah Buckley, Sales Operations Manager, telent (UK)

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About telent

telent specializes in the effective operation of critical national infrastructure in the UK. The company operates within various verticals including Rail, Traffic, Public Safety, Defence, Service Providers, Enterprise and Public Sector.
telent.com

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“I like that servicePath provides our engineering team with resource forecasts that include historical rates. We have not had this level of business intelligence before.”

~ Hannah Buckley, Sales Operations Manager, telent (UK)

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About servicePath

servicePath is the leading CPQ provider for the technology service provider and MSP industry. The servicePath CPQ+ Software-as-a-Service platform streamlines the process of costing, pricing, configuring, selling and regrading/renewing products and services with an emphasis on selling solutions. Customers located on 5 continents use servicePath as a best-of-breed platform to drive quote-to-cash automation, reduce error and consistently deliver a great customer experience.
servicepath.co