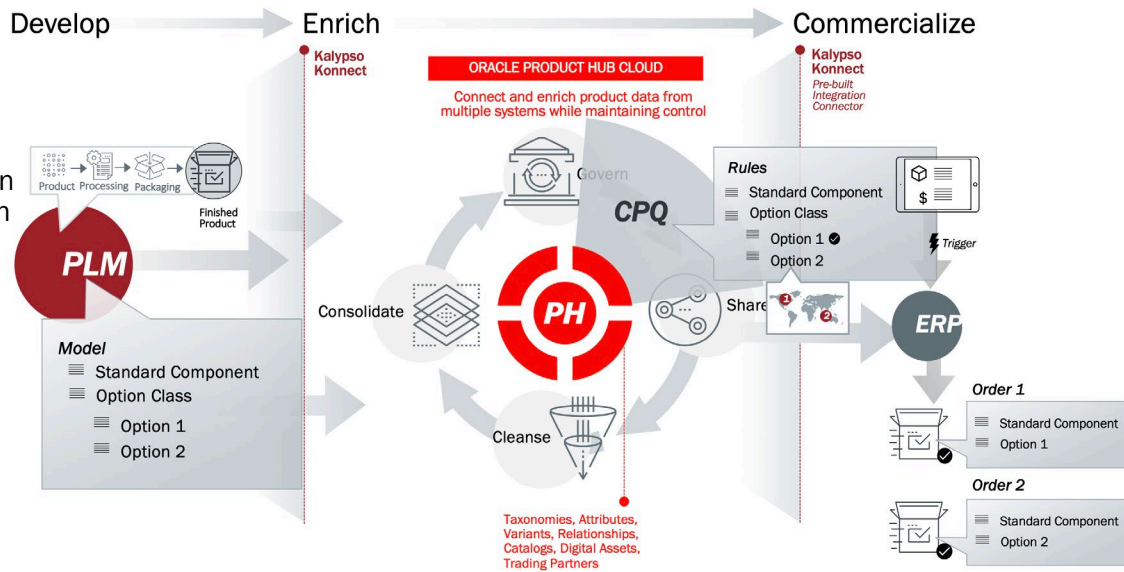




## Configure Price Quote (CPQ) Optimization

Facilitate configured product sales by defining all necessary configuration attribution in a flexible, efficient and governed way with Oracle Product Hub Cloud

Oracle PH Cloud provides flexible and unlimited product attribution capabilities, which in combination with PLM and ERP satisfy the configuration needs for CPQ interactions.



## Benefits

- Efficient product configuration attribution management
- Reduced request-to-quote time
- Improved effectivity and accuracy of product configuration proposals
- Improved agility to meet evolving business demands for product customization
- Reduced data management costs and transactional errors
- Ability to more easily roll out new products and product configurations

## Optimize CPQ interactions with a low-risk, low-cost implementation of Oracle Product Hub enabled by Kalypso expertise

- ✓ Industry-leading commercialization practices in consumer goods, life sciences, manufacturing
- ✓ Product commercialization expertise in configure-to-order environment
- ✓ Deployment experience in hybrid (cloud/on-premises) and all-cloud environments
- ✓ Broad integration competency (PLM to authoring tools, ERP, PPM, CPQ, QMS, manufacturing applications, etc.)
- ✓ Proprietary pre-built integration connectors

PH

## Remove the Burden and Risk of CPQ Interactions

To deliver on today's ecommerce and mass customization demands businesses need a new mechanism to manage part attribution and configuration. The large amount of options and attributes associated with each product, along with frequently changing business requirements, make it difficult for companies to leverage existing PLM or ERP systems to manage that data. Custom solutions have failed due to the high technical complexity and rigidity of the integrations.

*How do you define and store all the product variants during the product development phase?*

*How do you derive all of the configure-to-order sales options from the engineering approved variant definitions?*

*Are your sales representatives frustrated with inaccurate product quotes and pricing?*

## Risks

- High probability of errors in product configuration selection, pricing and quoting
- Ineffective governance
- Lack of flexibility to evolve and react to changing engineered options
- Slow request-to-quote times
- Missed sales opportunities due to lack of focus on account management as a result of high data administration and quote writing demands