Cincom CPQ™
for Microsoft Dynamics® AX

AX
Microsoft Dynamics

CONFIGURE-PRICE-QUOTE

Improve sales effectiveness with integrated configure-price-quote capabilities across both your direct and indirect sales channels.
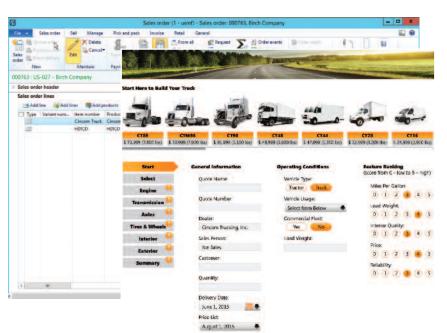
How much more business could you win if you could make every sales, customer-service and dealer rep a solution expert?

What would it mean to your sales capacity if you could slash the time it takes to produce comprehensive, compelling proposals?

What would it mean to your profitability if you could quickly ensure 100 percent accurate product configurations and pricing every time?

With Cincom CPQ for Microsoft Dynamics AX, you can do all of that and much more. Cincom CPQ integrates multi-channel capabilities for guided selling, product and service configuration, pricing, visualization and proposal generation into the proven, widely adopted Microsoft Dynamics AX platform. Combined with the power of Microsoft Dynamics AX, Cincom CPQ enables you to grow sales, increase margins, accelerate sales cycles, streamline fulfillment and expand into new markets.

Cincom CPQ sets you apart from the competition by consistently delivering a customer experience that fully aligns with the way your customers want to buy.

Microsoft Dynamics AX integration – Embed advanced configuration within ERP

Use for:

• Customized products, services and solutions—from simple to complex

• Direct sales, dealers or any number of different channels

• Anywhere, anytime selling via any mobile or desktop device

• Global selling with localized language and currency

• Common configurator across ERP, CRM and e-commerce

Benefits:

• **Fully leverage your Microsoft Dynamics AX investment** by embedding sophisticated configure-price-quote functions directly within your sales and marketing processes.

• **Increase sales effectiveness** with higher quote volumes, win rates and margins.

• **Reduce selling costs** by requiring less engineering and other sales support.

• **Ensure pricing accuracy** with dynamic, configuration-driven price calculations.

• **Streamline fulfillment** with automated generation of configuration-specific BOMs, routes and more to drive production within Microsoft Dynamics AX.

• **Enable growth** by speeding introduction of new products, rapidly training new sales reps, attracting more dealers, expanding geographic coverage and capturing quote data for analysis.

WESTERN COMPUTER

Features

Solution Configurator	Advanced guided selling and configuration capabilities embedded within Dynamics AX sales and marketing guide users through each step of the quoting and/or ordering process from needs-based product selection to product/solution configuration, cross-sell/upsell dialogs, dynamic pricing, product visualization and output generation. Configured outputs can include product item, product master, variant, variant value, bill of material (BOM) and route records. *See the Cincom CPQ Solution Configurator Data Sheet for more details.*
Proposal Generator	Automated generation of comprehensive proposals and other documents utilizing dynamic quote data, document templates and sophisticated rules. *See the Cincom CPQ Proposal and Document Generator Data Sheet for more details.*
Multi-channel Sales Portal	Integrated web portal with extensive quoting and ordering capabilities that enable dealers and internal salespeople to collaboratively sell all types of products and services. Capabilities include: • Content-rich product catalogue • Robust special-request handling • Configuration and quote templates for frequently sold items • Quote approvals and revision control • Role-tailored privileges Dealer-specific capabilities are provided for: • Dealer customer information • Dealer products and options • Dealer-branded quote/proposal documents *See the Cincom CPQ Sales Portal Data Sheet for more details.*
Reporting & analytics	Capture of feature, option and pricing details for quotes across all channels provides the foundation for analysis of sales activity, feature popularity trends, pricing and promotion effectiveness, margin performance and much more using native Microsoft reporting, analytics and dashboards.
Seamless integration with Microsoft Dynamics AX	The Cincom Solution Configurator and Proposal Generator are embedded as a Microsoft Dynamics AX model. Web services are used to pass quote and order information between the Cincom Multi-Channel Sales Portal and Microsoft Dynamics AX.
Central management of CPQ services	The Cincom Solution Configurator can be used within Microsoft Dynamics AX, Microsoft Dynamics CRM, the Cincom Multi-Channel Sales Portal and your e-commerce platform to provide common, centrally managed configure-price-quote capabilities across all sales channels and enterprise information systems.