Overcoming Complexity In B2B Manufacturing:
How FPX CPQ + Microsoft Azure Transform B2B Buying & Selling
FPX Brings Unmatched CPQ Experience and Expertise

FPX is the only CPQ vendor providing unmatched domain and industry expertise, an agnostic data-driven CPQ solution, and a commerce-centric approach enabling B2B enterprises to solve their most complex business challenges.
The modern B2B Customer Journey is OMNICHANNEL
BUYERS EXPECT
MORE FROM THEIR DIGITAL EXPERIENCES
NETFLIX ORIGINAL

STRANGER THINGS

2017 | TV-14 | 2 Seasons

Next Up
50:00 "Chapter One: MADMAX"
As the town preps for Halloween, a high-ranking rival shakes things up at the arcade, and a skeptical Hopper inspects a field of rotting pumpkins.

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What about the complex products, services, solutions & bundles?
The “Complexity Gap” in B2B Commerce

30% Current Commerce Revenue

50% Desired Commerce Revenue

Source: Forrester Research
My business sells highly complex, configurable products and services across multiple channels.
Why?
COMPETITION
The opportunity is right in front of us

Today’s CPQ is about engagement & experience, not back office processes.

Customers are replacing legacy on-premises CPQ with cloud-based SaaS solutions.

CPQ is a critical tool enabling buying and selling experience transformations across all channels, and it is integral to driving growth in B2B commerce.
Extend the Definition of Commerce

1. B2B buying is complex and the products services and solutions offered are intricate and complicated

2. Complexity requires consultative collaboration and solution co-creation

3. FPX CPQ facilitates the B2B buying journey via the digital experience your customers expect
Use Cases
Accelerate Business Results
Across Honeywell SBUs

Honeywell utilized CPQ to enable omni-channel strategies, transforming processes for executing new product introductions, effective selling practices and improving distributor experience.
With FPX as their CPQ partner, Honeywell now has the solution it needs to achieve its objectives:

- **Increased profit margin**: by 150 basis points in 1st year with FPX real-time price optimization.
- **Grew new customer acquisitions**: 8% incrementally to AOP commit with new guided buying and guided selling capabilities.
- **Reduced time-to-market**: for new product introductions from 2-6 months to 15-days.
- **Reduced IT footprint**: retiring 18-legacy systems. Reduced dependency to scale IT headcount proportionally with growth of the business.
- **Better win/loss ratio**: thanks to automated workflow during the approval process and improved responsiveness with customized proposals.
### Before FPX

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<th>CRM</th>
<th>Document Management</th>
<th>Products</th>
<th>Guided Selling, Config., Estimating, Pricing &amp; Workflow</th>
<th>Output Documents</th>
<th>Order Entry</th>
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### Reporting

- Hyperion
- Tribal Knowledge
- BW in SAP
- Excel
## After FPX

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- **Replace with FPX**
- **Integrate with FPX**
Why did we choose FPX? The answer is simple: They provided our organization with the BEST overall technical evaluation; the BEST commercial proposal; and the BEST cultural fit for a successful partnership.

Anthony Pichnarcik, Honeywell
Daimler Truck North America

Daimler Trucks North America (DTNA) is an automotive industry manufacturer of commercial vehicles headquartered in Portland, Oregon. As a long-standing FPX customer, they’ve leveraged CPQ to complete digital transformation initiatives that allow them to sell highly configurable, complex trucks across a vast network of dealers.
Case Study / DAIMLER

OVERVIEW
DTNA sells >160,000 trucks each year, and every truck is different. Their trucks are unique in that they are custom-built to customer specifications.

Broad customization requires thousands of sales codes and tens of thousands of correlated business rules to match compatible components. In short, the number of configurations is nearly infinite.

FPX CPQ allows DTNA to create a number of configurations for truck orders and for every iteration of a price quote.

FPX CPQ is built on Azure providing the stability DTNA expects from a vendor that supports their ability to configure and sell.

FPX CPQ is scalable across DTNA’s network of dealers, salespeople, partners and vendors.

SOLUTION FOOTPRINT
With a longstanding relationship, FPX has worked alongside DTNA to develop their CPQ solution over the years to meet their evolving needs.
When looking at maintaining or implementing a CPQ solution, it’s critical to have a partner that you’re aligned with who understands what you’re trying to achieve. I believe FPX is a valued and innovative partner in the CPQ space.

Sam Glacker, DTNA
Dover Corporation

Dover Corporation is an American manufacturer of industrial products. Dover's business is divided into four segments: Energy, Engineered Systems, Fluids, and Refrigeration & Food Equipment. Each segment holds operating companies that are run like independent companies.
Case Study / DOVER

OVERVIEW

Dover Corporation implemented a bold Digital Transformation strategy to create a better Digital Customer Experience through its entire customer lifecycle. FPX CPQ and Microsoft provided a solution that enabled Dover and its operating companies to provide a superior, uniform, Customer Experience between selling, buying, service and support channels:

RESULTS

- Double-digit sales growth, with the largest increase from 3rd party contractors
- Recaptured an estimated $14 million on an annual basis by eliminating order errors
- Reduced the quote to order business process from 34-days to less than 1-hour with the Microsoft+FPX solution

SOLUTION FOOTPRINT

With a Digital Transformation business strategy spanning all selling, buying and servicing channels, the joint solution included:

- FPX CPQ + Microsoft Dynamics for guided selling for Dover direct sales team
- FPX CPQ for guided buying and service estimation for independent distributors, service contractors and Dover customers
- FPX CPQ + Microsoft Azure Active Directory to provide authentication for eCommerce visitors
Fujitsu recognized that its multiple products containing thousands of parts and countless configuration scenarios were creating significant quoting problems across the organization. Fujitsu needed the right CPQ solution to integrate with its front-end lead management solution and back-end SAP ERP.
With FPX as their CPQ partner, Fujitsu now has the solution it needs to achieve its objectives:

- **Configure optimized sales orders and quotes** of complex products and services in real time.

- **Achieve 100% accuracy** in sales proposals and related sales documents.

- **Accelerate** the average sales cycle.

- **Maintain profit margins** in every quoted sales order.

- **Improve the experience** for sales teams and channel sales partners as well as for prospects and customers.
Clearly, this solution has produced value for us…We now have consistently formatted quotes maintained in a central location, a streamlined workflow, and integration to give us full visibility into product demand and availability. We’re excited to continue our partnership with FPX to further improve sales efficiencies.

David Hawkins, Fujitsu
FPX and Azure Product Alignment

FPX Built To Run On Azure

Running natively on Azure, FPX gives customer the power to handle any level of complexity and the agility to advance digital transformation strategies.

Integrate With Microsoft Dynamics 365

FPX CPQ extends the capabilities of Microsoft Dynamics 365. Businesses can now deliver their most complex and highly configurable products and services through their existing Microsoft solutions.

Open And Flexible Cloud Platform

FPX CPQ built on Azure delivers an open and flexible cloud platform. Customers and build, deploy, scale, and manage applications across a global network of Microsoft data centers.