

# Customer STORIES







# INTRODUCTION

Salesforce customers create quotes, contracts, and invoices quickly and easily so that they spend less time on administration and more time growing their businesses. Salesforce automates the entire Quote-to-Cash process, saving customers time and money.

Read on to see how Salesforce Quote-to-Cash helps our customers succeed.

*“The implementation of Salesforce CPQ is vastly less complicated, faster and less expensive than other CPQ software”*



Lars Nilsson  
VP of Field Operations  
Cloudera

## Salesforce CPQ helps Cloudera Streamline Sales Processes

### Challenge: Simplify quoting and manage discounting practices

As an enterprise data management company, Cloudera manages a high volume of renewals, add-ons, co-terminations and pro-rating, and salespeople often have to consolidate multiple renewals into one. This can quickly become very complicated. Cloudera was using the standard Salesforce price books with some customizations, but this approach had limitations. In addition, Cloudera was using an email-based approval process for discounting; conversations about discounting were handled in back-and-forth emails. When the opportunity came to help streamline Cloudera's sales processes to prepare for rapid growth, Lars Nilsson, VP of Field Operations for Cloudera, knew where to start.

Nilsson had helped dozens of organizations implement Sales 2.0 technologies while working as a consultant before joining Cloudera. He had seen the benefits of implementing a Configure Price Quote (CPQ) solution and understood that CPQ could be an essential part of their sales process re-engineering.

### Solution: Implement a proven CPQ solution

Before joining Cloudera, Nilsson founded and ran Sales Source, a sales operations consultancy that helped dozens of organizations implement Sales 2.0 technologies. In this role, he had implemented CPQ solutions from a number of vendors. For increasing the speed and accuracy of the quoting process, Lars's tool of choice was Salesforce CPQ. Salesforce CPQ simplifies configuration, ensures pricing and quoting

accuracy and manages discounting practices, helping sales reps reduce errors and improve productivity. After discovering Salesforce CPQ, he implemented it at five different organizations. Based on his extensive experience with CPQ vendors, Nilsson presented multiple CPQ solutions in an internal bake-off to Cloudera's finance team, and Salesforce CPQ was the clear choice. After he sent his requirements to Salesforce CPQ and received their proposal, implementation took only two weeks.

*“Previously, I had implemented CPQ solutions from a number of vendors,” said Nilsson. “While some vendors offer a thousand points of functionality, I needed to focus on the features that really matter to Cloudera. It was also clear to me that the implementation of Salesforce CPQ is vastly less complicated, faster and less expensive than other CPQ software.”*

### Benefits:

Salesforce CPQ provided many benefits to Cloudera, including the ones described below:

#### Easy Adoption for Salespeople

Cloudera's sales team found Salesforce CPQ to be very intuitive, just like Salesforce. Built on the Salesforce Platform, Salesforce CPQ provided a truly native experience that allowed salespeople to take advantage of important Salesforce functionality like multicurrency support. Salesforce CPQ introduced a user-friendly CPQ interface into Salesforce without imposing another external system that salespeople would need to do their job. Cloudera salespeople simply go into an opportunity and select the SKUs that Nilsson and his management team have pre-loaded into Salesforce CPQ.



*"The sales reps don't realize that they're in Salesforce CPQ—they feel like they're in Salesforce," said Nilsson. "The experience is so native that you can access all the usual Salesforce functionality while you're in Salesforce CPQ."*

## Automated Discounting Controls

Salesforce CPQ has given Cloudera a handle on discounting practices across offices and regions. Now, if salespeople try to offer a discount over a specific amount, Salesforce CPQ will automatically initiate an approval process. While a 10% or 15% discount might require one or two people to sign off, a 35% discount now requires multiple tiers of approval, including a sign off from the CFO. Salespeople also have to provide written justification for why they are requesting discounts, and each approver can add comments as well. Nilsson even plans to implement a dashboard that will rank reps and their team members on average discounting behavior. For a discount that requires five signatures, Salesforce CPQ can automate the approval to go to all five people at once, or one at a time.

*"Thanks to the automated discounting controls, Salesforce CPQ will be easier to justify than any other tech purchase I make this year," said Nilsson. "The new process encourages our salespeople to sell on value."*

## A True Partnership

Karan Singh, Senior Sales Operations at Cloudera and Nilsson's implementation specialist, notes that Salesforce CPQ customer service representatives have been knowledgeable and very responsive. In his experience, they frequently go outside the scope of their role to address any questions he has. When

his request is urgent, Karan has been able to get support after work hours. And, Nilsson has found that Salesforce CPQ listens carefully to his suggestions about product features and addresses them in product updates.

*"They go above and beyond for me as a customer," said Singh.*

*"I can go to Salesforce CPQ and say, 'Hey, can you guys build this feature or enhance that one?'" said Nilsson. "They'll take me seriously. Having a development partner who can understand our needs and take action is so valuable."*

## Streamlined Workflow

Salesforce CPQ makes it easy for Cloudera salespeople to configure, price and quote complicated blends of renewals, co-terminations and add-ons within the familiarity of Salesforce. Salesforce CPQ also saves reps from complex calculations and potential mistakes.

## Capacity for Growth

As Cloudera expands its sales organization in the coming year, Lars expects to scale its use significantly.

*"I know a company that has over 500 reps using Salesforce CPQ, and that makes me feel very, very comfortable," said Nilsson.*

## About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data, an enterprise data hub built on Apache Hadoop™. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Only Cloudera offers everything needed on a journey to an enterprise data hub, including software for business critical data challenges such as storage, access, management, analysis, security and search. As the leading educator of Hadoop professionals, Cloudera has trained over 20,000 individuals worldwide. Over 800 partners and a seasoned professional services team help deliver greater time to value. Finally, only Cloudera provides proactive and predictive support to run an enterprise data hub with confidence. Leading organizations in every industry plus top public sector organizations globally run Cloudera in production.



*“Our accuracy has leapfrogged... Salesforce CPQ is much better integrated with our licensing system.”*



Morgan Van Wely  
IT Director  
NetMotion Wireless

## NetMotion Wireless Created a More Profitable and Efficient Sales Team by Replacing Their CPQ

### Challenge: Create a more profitable and efficient sales machine

NetMotion Wireless was growing fast—their software filled a critical need for the market and they had a sound sales strategy in place. But they knew they could grow faster. Their challenge was execution.

They focused on creating a more profitable and efficient sales machine by streamlining all existing sales and marketing applications, which had been selected on an ad hoc basis. The new solution suite needed to integrate with Salesforce CRM, and it also had to meet the varying needs of a team of 30 salespeople with multiple roles—plus a network of channel resellers.

One important component of the new solution would be an automated configuration-price-quote (CPQ) solution. They implemented CPQ software, however, three years later, the team still struggled to make the CPQ app work for them. For example, the tool couldn't handle the company's complex pricing structure and licensing rules. The sales team was still creating quotes manually, switching back and forth between their licensing database, Excel and Word to configure a full quote. The software also failed to provide clean and accurate data, even though the provider said the solution integrated with Salesforce.

### Solution: Replace their old CPQ with one that can handle their complex requirements

IT Director Morgan Van Wely was responsible for finding and implementing the right solutions, and the first thing he did was to replace their CPQ software. He faced an upcoming product release that involved a complicated licensing and maintenance fee structure, and he knew the current software could not handle the complexity. He needed to find a new CPQ app that could handle their complex needs, and was built on the Salesforce Platform. This would ensure that the data would always be up-to-date and reliable. He chose to implement Salesforce CPQ.

### Benefits:

Salesforce CPQ provided many benefits to NetMotion Wireless, including:

#### Rapid implementation that fits their exact needs

Although NetMotion Wireless spent nearly three years trying to build their complicated business rules into their old quoting solution, they got up to speed on Salesforce CPQ in just nine weeks! Advanced pricing and volume discounts? Check. Subscription and renewal prices? Got it. Complex product bundles? No problem.

#### A user-friendly interface that reps actually use

Unlike NetMotion Wireless' previous tool, which had a challenging user interface, Salesforce CPQ is simple and easy to use. Because Salesforce CPQ is built directly on the Salesforce Platform, the sales team never has to leave Salesforce to create accurate quotes.



## More accurate quotes—made even faster

*“Our accuracy has leapfrogged,”* said Van Wely. The reason? NetMotion Wireless sales reps don’t have to manually configure any part of their sales quotes any more. In fact, they depend on Salesforce CPQ to automatically make suggestions about what to include in each proposal.

Van Wely added: *“Salesforce CPQ is much better integrated with our licensing system. It looks back on licenses that our customers already have and uses that information with guided selling to produce better and more accurate quotes.”*

This save the sales team a lot of time, making them more productive. It also makes them more profitable. Each rep now produces a sales quote in 12 clicks—down from at least 20!

## A responsive partner

It was immediately apparent to NetMotion Wireless that Salesforce is a company that delivers what they promise—any time it’s needed. Van Wely reports that Salesforce’s level of responsiveness and the quality of communication was far superior to any NetMotion Wireless had received before, particularly their prior vendor.

*“The Salesforce CPQ team jumped right in with both feet no matter what we needed,”* said Van Wely. *“And Salesforce CPQ delivered extraordinarily quickly.”*

## Greater ROI from Salesforce

More than 97% of NetMotion Wireless’ sales quotes

are now made in Salesforce. Why? Because Salesforce CPQ is built 100% native on Salesforce, and that means complete, clean data that’s always up-to-date. Because the company had already made significant investments in Salesforce, this complete data integration was very important.

*“We’ve leveraged the investment we’d already made in Salesforce,”* says Van Wely. *“Plus, I’ve gotten lots of positive feedback from our salespeople.”*

## A roadmap for 100% adoption by channel partners

NetMotion Wireless plans to give channel partners access to Salesforce CPQ. Currently, more than 93% of their sales are closed through reseller channels, and they’re shooting for 100%.

*“Right now, when a reseller wants a quote, our inside sales team generates it for them,”* says Van Wely. *“Just think about how much easier it will be when our partners can do that for themselves in our partner portal on Salesforce CPQ!”*

## About NetMotion Wireless

NetMotion Wireless develops Enterprise Mobility Management (EMM) software for organizations with mission-critical mobile workforces. The company’s products are used by millions of people worldwide and address the unique challenges created by these workforces by providing the security, visibility, and control that IT departments demand; while minimizing the connectivity challenges faced in the field so mobile workers can be more productive. Thousands of enterprises around the world are using NetMotion products to keep millions of mobile workers connected to applications.

*“Configuration errors are now almost nonexistent due to the rules put in place by Salesforce’s product configuration engine.”*



Ruchika Chopra  
Manager Sales Operations  
Nimble Storage

## Nimble Storage Increases Speed and Accuracy of Sales Quotes and Orders with Salesforce CPQ

### Challenge: Old quoting systems couldn’t keep up with the growth in products

Nimble Storage has grown since its beginnings in 2008, and with that growth has come an increase in products, now totaling more than 600 line items. Prolific output can be a good thing for a company, but the existing quoting solution at Nimble Storage couldn’t keep up with the need for quick releases.

Ruchika Chopra, Manager Sales Operations at Nimble Storage, is responsible for the overall effectiveness and productivity of the company’s sales teams. He administers and optimizes all sales processes, tools, and training. With a large sales team spread throughout North America, Europe, Asia, and Australia, Nimble Storage was relying on a complex and difficult-to-manage spreadsheet-based quoting and sales order system that quickly became unwieldy for reps. The quoting process was in need of an overhaul. *“It’s all about scale. We needed to be prepared,”* said Chopra.

### Solution: CPQ that is easy to use, install and administer

Nimble Storage needed an affordable quoting tool that was seamless with its Salesforce CRM platform to streamline the quoting process and also provide flawless data reporting. They found the perfect tool in Salesforce CPQ.

According to Chopra, *“Our leaders had some*

*experience with sub-par quoting solutions, so we were discriminating in our research. Not only was Salesforce CPQ the best solution, we were surprised to find out that their startup costs were much lower than some of the other solutions on the market.”*

### Benefits:

Salesforce CPQ provided many benefits to Nimble Storage, including:

#### Easy Installation and Admin

Most of Nimble Storage’s data was already in Salesforce, so installing and getting up to speed on Salesforce CPQ was quick and easy. This allowed the company to avoid hiring expensive outside resources, such as consultants and implementation experts.

Training was extremely easy, too. Because of native integration with Salesforce, and the intuitive and straightforward user interface in Salesforce CPQ, Nimble Storage was able to train their entire team using a two-hour WebEx session, supplemented by optional one-hour coaching sessions twice a week for a month. First-time user Ruchika Chopra, Sales Operations Manager, was really impressed and learned to manage the program for Nimble Storage’s Quote-to-Cash and New Product Introduction processes in just days. Now, all new hires are briefed quickly and easily as part of their onboarding process.

*“Creating quotes is now a breeze compared to the tedious spreadsheet mechanics reps struggled with before Salesforce CPQ,”* said Chopra. *“Other quoting tools I’ve used require technical expertise around*





*program languages and configuration rules. But by my second or third week at Nimble Storage, I was easily configuring products using Salesforce CPQ.”*

## More Accurate Quoting

For Nimble Storage, quoting hasn't just gotten faster and easier, it's also gotten more accurate. Before Salesforce CPQ, one in every five quotes created manually contained errors in pricing, configuration, or account information. With Salesforce CPQ, the accuracy of product configuration options in quotes rose to nearly 100 percent at Nimble Storage, even as reps created multiple quotes.

According to Chopra, *“Configuration errors are now almost nonexistent due to the rules put in place by Salesforce’s product configuration engine.”*

## Streamlined Quoting Process and Foolproof Conversion

Prior to using Salesforce CPQ, transitioning quotes to sales orders required a complex set of manual steps. First, sales reps would generate quotes with a spreadsheet-based tool on their local drives, then switch to another tab and attempt to create sales orders by duplicating the data. The order-entry administrators then had to copy and paste the data from each field into the ERP system, validate the information against Salesforce product and pricing data, and finally, close out the information. All of that keying dramatically increased the chance of errors, which meant that reps had to keep their eyes on spreadsheet, CRM, and ERP data.

Now, using Salesforce CPQ, reps create quotes seamlessly, quickly, and even remotely with zero fear of data-entry snafus, processing errors, or missed pricing updates. Plus, the complaints that managers had been accustomed to hearing about the cumbersome quoting process have totally disappeared.

*“Salesforce CPQ eliminated all of our dual processes. Now that quoting is tied directly to Salesforce, our quoting tool is always automatically in sync with our verified numbers,”* said Chopra.

## Time Savings Through Automation

The business development benefits of Salesforce CPQ are invaluable to Nimble Storage. Using a quoting tool that works in perfect harmony with Salesforce not only streamlines customer quotes, but also automates discounting and forecasting, and enhances visibility into sales rep behaviors. Nimble Storage can now easily see the specific products and packages that reps offer customers, and which solutions are most successful.

What's more, Salesforce CPQ has allowed Nimble Storage reps the freedom to quote on-the-fly. Rather than being tethered to their computers to create and email quotes, reps can now access the system using their mobile devices. This streamlines the approval process for managers, and allows them to submit sales orders to the ERP system electronically.

Chopra notes that *“for our admins, the order entry process has decreased from roughly twenty minutes to as little as two minutes per quote.”*

## About Nimble Storage

The mission of Nimble Storage is to give its customers the most efficient storage platform on the market. Since launching its first flash-optimized storage products in 2010, over 2,000 customers have benefitted from Nimble Storage's award-winning products, integrated data protection, and world-class support. Its unique, hybrid storage systems integrate the exceptional performance of flash with the favorable economics of high-capacity hard disk drives. This hybrid solution provides adaptive performance and scalable capacity for storing and protecting today's critical business applications.



*"It used to take 30-45 minutes for a basic quote, and now it takes just 5-10 minutes. Salesforce CPQ is a huge time saver for all of our teams around the world."*



Avril Kirwan  
Global Project Manager (Salesforce)  
Domino Printing Sciences

## Salesforce Delivers CPQ on a Global Scale

### Challenge: Simplify quoting

Domino Printing Sciences develops and manufactures printing technologies for coding, marking and printing variable data onto a vast range of substrates in a variety of market sectors. Although they used Salesforce to track and manage opportunities, their quoting system was external and relied on Excel price sheets that required constant maintenance and updates.

Domino's North American team had successfully implemented Salesforce CPQ (Configure Price Quote) software and had been using it for two years. When the global team led by Avril Kirwan, Global Project Manager for Salesforce, set out to address their quoting and pricing challenges globally, they decided to implement the same Salesforce CPQ solution across all regions.

### Solution: Implement CPQ on a Global Scale

As a global company, Domino faced some unique challenges when implementing a company-wide CPQ solution. Starting in Europe, they began implementing Salesforce CPQ in Netherlands, Belgium, France, Germany, Spain, the United Kingdom, and Portugal. Kirwan's team agreed to use the North American template, but quickly discovered that the template didn't necessarily suit the unique needs of each country. The Domino team worked with Salesforce CPQ to create a template that provided the same look and feel when they received a Domino quote, wherever they were located. In the future, Domino plans to continue expanding their use of Salesforce CPQ across their other locations throughout the world.

### Benefits:

Salesforce CPQ provided many benefits to Domino, including:

#### Ease of Use

For Domino Printing Sciences, the most important criteria in selecting a CPQ solution was ease of use. With Salesforce CPQ, the sales teams are able to configure and quote their products with ease, and create a quote or proposal with minimal clicks. They are also able to store all of their quoting documents and data in Salesforce, allowing sales operation staff to easily analyze and create reports based on the quotes sent.

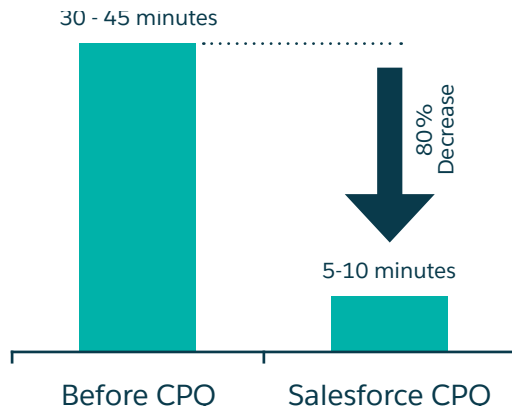
In addition, the sales team are delighted that they are able to quote from anywhere at any time, no matter where in the world they may be traveling. All they need is an internet connection, and they are able to generate quotes and proposals in just a few minutes.

*"My favorite thing about Salesforce CPQ is the ease of use," said Kirwan. "We try to make configuring and quoting as easy as possible for our account managers, and it is great that they are able to quote on the go."*

#### A huge time saver

Quoting used to be a very time consuming process, regardless of whether they were quoting complex solutions, or just creating basic quotes.

*"It used to take 30-45 minutes for a basic quote, and now it takes just 5-10 minutes," said Kirwan. "Salesforce CPQ is a huge time saver for all of our teams around the world."*



Time Savings with Salesforce CPQ

## A partner that's in tune with Domino's needs

When Domino needed expanded product enhancements, Salesforce CPQ was able to deliver, helping the Domino team to further improve their sales process. This ability to be responsive to Domino's needs accelerated adoption within the Domino team.

*"When we've had the need for enhancements, the Salesforce CPQ team has been on the ball right away, putting our requirements onto their roadmap and releasing updates to deliver them," said Kirwan. "The Customer Success Team has been very helpful to work with. I look forward to continue working together!"*

## About Domino Printing Sciences

Domino has grown strongly over the last 30 years to become a leading global supplier of coding solutions utilising a full range of products and technologies. Through our extensive worldwide network Domino provides their customers with reliable, innovative and cost effective solutions and enjoys an outstanding reputation for service and support.

