



**Smart CPQ and SAP Integration Drives
Quoting Speed, Accuracy—and Revenue**

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The pace and complexity of today's business requires manufacturers of all sizes to make best-in-breed investments in business systems.

That typically means SAP for ERP processes and fiduciary control and Salesforce as the CRM of choice. Taken a step further, SAP runs internal business processes, and Salesforce serves the external-facing needs of customers, distributors, sales, and customer service.

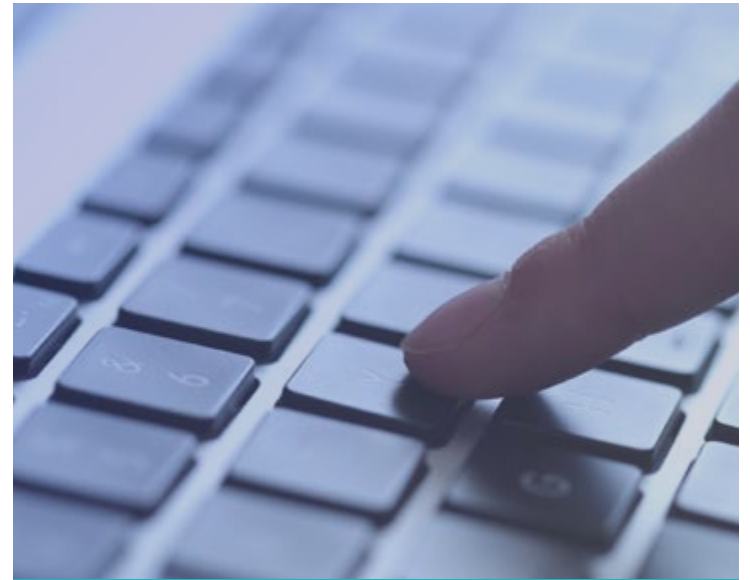
But the reality is those two systems were never designed to integrate or even talk to each other. And 21st century business requires that they do. Seamlessly. Does that mean sales has to change their CRM of record? Or that IT has to build an entirely new team to map data sources and maintain complex pricing rules? Absolutely not.

Prioritizing CPQ functionality puts your customer, and revenue generation, first

For customers that depend on complex and distinctly mission-critical processes such as Configure Price Quote (CPQ) to serve customers, the temptation can be to turn to middleware. Custom interfaces built as bespoke code must then be continually maintained, and modified, as both the CRM and ERP software and the products, pricing, and business processes themselves change.

The continuous cost of this complexity can be seen in never-ending consulting and customer support costs, user frustration, and a sub-optimal customer experience. In the SAP ecosystem, brute-force approaches like custom coding front-end solutions are particularly prevalent. And now, the IT resources required to maintain these homegrown, or customize coded solutions are needed for other critical priorities like the ECC-to-S/4HANA transition.

Essential processes, like CPQ, are mission-critical in a digital buying age where customers bring Amazon-like expectations to their B2B buying journey. Don't compromise on the end user experience, or system integration, because you can have it all.



Things to Avoid:

- **Doing nothing to improve current CPQ or Quoting solutions until S/4HANA transition is complete**
- **Rebuilding a custom-coded or middleware-based solution for S/4HANA**
- **Holding off implementing a CPQ solution if you don't have one, until your S/4HANA transition is complete**

Optimize—don't compromise— your CPQ solution

If custom building, field-mapping, pressure-testing, and maintaining a CPQ system isn't the answer, what is? In a word: PIPs. Prepackaged Integration Processes form a purpose-built framework that not only simplifies the connection of your Salesforce CPQ system to SAP, but it also future-proofs it for your transition to S/4HANA.

PIPs give you the best of both worlds—pressure-tested, proven modules that connect best-in-class CPQ or quoting solutions to SAP lead-to-cash processes AND the ability to then customize those processes to your unique business needs. Even better, PIPs can make your CPQ transition from ECC to S/4HANA incredibly simple.

This solution also leverages external resources for this simple configuration and eventual migration—leaving internal IT resources to focus on the projects and coding only they can do.



Consider the following benefits of a PIP-based solution:



Ensuring a user experience that leverages the best of both systems



Ensuring rapid deployment and time to value for integration projects involving SAP and Salesforce



Future-proofing the CPQ process

Maintaining your same quoting solution during the ECC-to-S/4HANA transition also minimizes productivity dips and mitigates revenue impacts—as the same front-end solution sales and customer service representatives are used to, continues to look and function the exact same way.

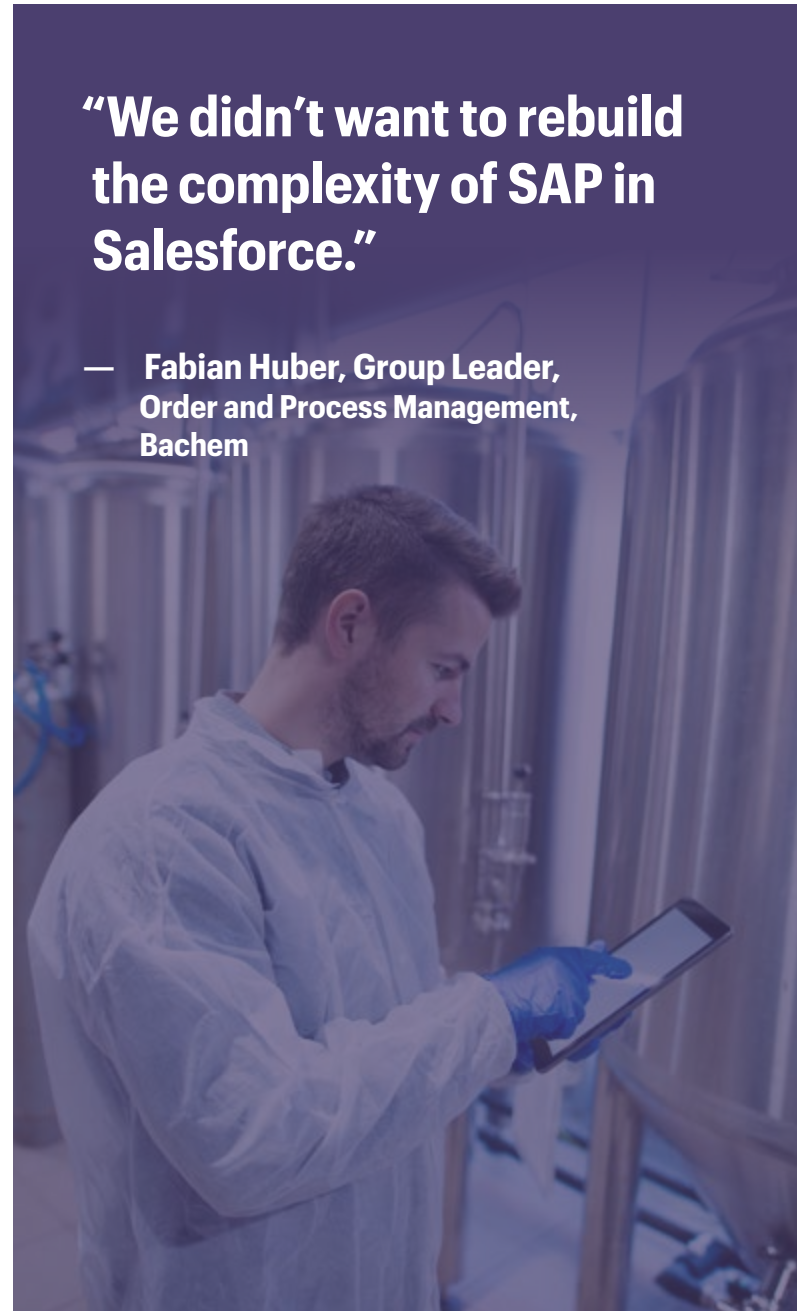
The Right User Experience for the Right Customer Experience

In a typical CPQ process, getting an accurate quote and then placing an SAP-acceptable order requires a complex interaction between the customer system of record/CRM and the order management, pricing, and configuration processes in the SAP system, in particular Variant Configuration. In our digitally-driven, constantly changing data world, that interaction must take place in real time and with 100% accuracy.

“Having two separate systems created a risk for data inconsistency, added redundant manual tasks and reduced the possibilities for automation,” said Fabian Huber, group lead, order and process management at Bachem. “We wanted Salesforce to be the screen and the background to be 100 percent SAP,” said Huber. “We didn’t want to rebuild the complexity of SAP in Salesforce.”

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— **Fabian Huber, Group Leader, Order and Process Management, Bachem**





Rapid Deployment and Time to Value

The bottom-line requirements for digital transformation are timeliness and accuracy. Transforming important processes like CPQ into an integrated solution means little if the time to completion takes too long. A single system of record (SAP) must be maintained with that data then presented–virtualized to be precise–inside front-end quoting and CPQ systems. Quotes must be 100% accurate with pricing discounts and ATP (availability-to-promise) and the same system must be able to handle complicated, configurable products that use Variant Configuration.

ROI should be measured in time-to-value, accuracy, and scalability.

Key take-aways:



Business transformation initiatives that address quoting speed and accuracy are revenue-critical and must be address independent of where an organization is on the SAP ECC to S/4HANA transition



Both variant configuration/made-to-order products can, and must, be included in a modern CPQ solution along with stock/off-the-shelf products



Prepackaged Integration Processes (PIPs) can be used to quickly and robustly connect SAP to front-end quoting solutions like Salesforce CPQ, and others



Time-to-value, along with accuracy and scalability, are the measures of a robust CPQ solution

The enosix Difference

Complex systems like SAP and Salesforce weren't meant to work together—until enosix. With pre-built SAP integration modules, we can cut project implementation time by up 70% or more, while doing the heavy lifting for you and your IT team. And we can deliver the single-screen solution your sales, customer service, and distributor teams need to generate always-accurate, always-orderable quotes.

The enosix difference, from a technical perspective, is that we use data virtualization to create a window into SAP directly within Salesforce. That means a quoting solution that pulls real-time product data, pricing, and configurations directly from SAP without time delays, middleware, or custom configurations.

From a business perspective, you cut quoting time from days or weeks to minutes. You also create 100% SAP-validated accurate quotes with mouse clicks, not phone calls. And because we are built on SAP expertise—in fact, SAP for Manufacturing specifically—we understand the pace and complexity of your business and how mission-critical quote accuracy is for you and your distributors.

Let's talk about how enosix can leverage your SAP ECC or S/4HANA system to tackle complex quoting challenges such as CPQ, Variant Configuration, ATP, varying discount thresholds, inventory availability, and more.

About enosix

enosix is a new standard in SAP ERP integration. Leveraging seamless, real-time, data virtualization, enosix empowers enterprise organizations to drive a more agile customer experience by reducing error-prone swivel-chair data entry and information delays that can hurt customer retention. enosix seamlessly connects SAP ECC and S/4HANA systems to modern front-end systems of engagement such as Salesforce Cloud Solutions to support the most agile digital transformation strategies. Further, pending S/4HANA migration, the integration logic translates from ECC to S/4HANA. The enosix platform leverages no-code Prepackaged Integration Processes (PIP) that enable companies to quickly realize value—in weeks instead of months. enosix' use of data virtualization unlocks data, business processes, authorizations, and user permissions from SAP without recreating them from the front-end; delivering the back-end translation in an easy-to-understand, real-time, and bi-directional integration. For more information, visit www.enosix.com