

Epicor Brochure

# Epicor CPQ

Our advanced & visual, configure,  
price, quote solution

**EPICOR**

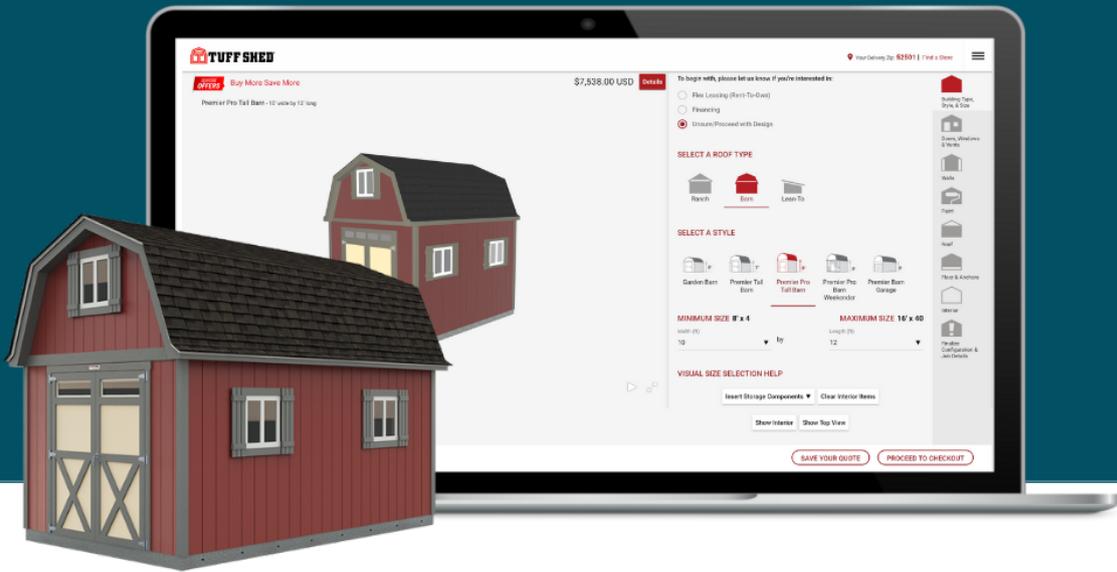
# Introduction

**Epicor CPQ is the configure, price, quote solution that makes it easy for manufacturers to sell complex, configurable products. It covers all the bases both on and offline:**

- Visual Product Configuration: Enables digital self-service and brings buying experiences to life
- Dynamic Pricing: Slashes sales cycles to seconds and eliminates manual calculation errors
- Quote Automation: Frees sales teams from the burden of Excel®, letting them concentrate on active selling

But Epicor CPQ does more than just configure, price, quote. It has functionality that extends way beyond sales to engineering and the shop floor. It is a one-stop solution for manufacturers of ETO products with a diverse range of advanced features, from CAD automation to augmented reality.

With Epicor CPQ, manufacturers can provide customers with a fully immersive buying experience and an endless variety of customization possibilities. At the same time, automated workflows reduce sales-to-manufacturing complexity on the backend.



# A One-Stop Solution for Manufacturers of Complex, Engineer-to-Order Products

CPQ software helps companies quickly and accurately generate quotes for orders. It reduces inefficiencies in the sales-to-manufacturing process and gets every employee—from the top floor to the shop floor—working on the same page.

## Meeting the demands of today's configure, price, quote process

### Configure Complex Products Quickly and Easily

With Epicor CPQ, the product configuration process is governed by your product rules set up in the backend rules engine.

These rules help ensure that every outcome is optimized for customer satisfaction, margin maximization, and engineering efficiency, regardless of whether an experienced sales rep or untrained customer configures the product.

Epicor CPQ gives your salespeople the confidence they need to sell effectively. They become trusted advisors to customers and work in harmony with the engineering department.

Everyone “plays by the rules,” so there is no scope for mistakes and miscommunication, which means less back and forth and fewer delays.

### Price Products Instantly

Epicor CPQ gives your salespeople the confidence they need to sell effectively. They become trusted advisors to customers and work in harmony with the engineering department.

Everyone “plays by the rules,” so there is no scope for mistakes and miscommunication, which means less back and forth and fewer delays.

Considerations include:

- Bundle pricing
- Volume pricing
- Customer history
- Discounts and promotions
- Partner or contact-based pricing

### Quote Customers Automatically

Epicor CPQ generates quotes automatically in various formats, saving time and eliminating manual errors.

Quote automation frees up salespeople to focus on active selling rather than formatting quotes in Excel.

With Epicor CPQ, customers get the level of responsiveness they expect, receiving your quote before your competitors have time to reply.

## The Snap Rules Engine: The Backbone of Epicor CPQ

The no-code Snap rules engine is where manufacturers create the product and pricing rules that dictate how complex products can be configured, priced, and sold.

Unlike most CPQ solutions, which require programmers to develop rules, Epicor CPQ can be maintained in-house. Non-technical users simply “Snap” together interlocking blocks to form logic statements instead of typing out lines of code.

The power to create and maintain advanced product rules in-house supercharges agility. Manufacturers can get new products and variations in front of customers immediately instead of waiting for third parties to carry out work.

### Benefits of the Snap Rules Engine

- Centralized rules engine: enforces error-free configuration
- No-code platform: it can be used and understood by everyone
- Turing complete: powerful enough to handle the most highly technical products
- Snap does it all: from product and pricing rules to API calls, file generation, and more

## Visual Configuration Provides a Fully Immersive Buying Experience

Epicor CPQ’s visual configuration experience lets users—whether salespeople or customers—configure products by interacting with 3D product renderings on-screen. Instead of flicking through catalogs, users point and click to change parts, materials, and dimensions.

They can zoom in to pick out the tiniest details, spin objects 360, and watch as products come to life in animated sequences.

Visual configuration leaves no room for miscommunication and mistakes. Customers gain a crystal clear understanding of every product option, which reduces purchase anxiety and enhances decision-making.



*The result: conversion rates increase by an average of 40%*

### Benefits of Visual Configuration

- Fast and effective: configuring products with a vast number of options is easier
- Enhances decision-making: improves understanding and reduces purchase anxiety
- Immersive: Gaming-quality graphics are engaging and compelling
- A differentiator: stand out from the crowd in fiercely competitive industries

## Embed a Visual Configurator on Your Website

Epicor CPQ is the only CPQ solution that lets manufacturers embed a product configurator on their website. With 80 percent of today’s B2B buyer journeys occurring online, enabling end buyers to visually configure, price, and quote products independently is a no-brainer.

### Benefits of Website Embedding

- Expand total addressable market: reach a global audience through search
- Empower customers: configure products any time, any place, on any device

- Data-driven insights: track customer behavior to improve your offering
- Reduce costs: spend less on sales personnel and manual screw-ups
- Effortlessly agile: Scale without hiring or putting systems under strain

## The Perfect Post-Pandemic Solution

In the wake of COVID-19, where only 20% of B2B buyers want to see a return of in-person sales, Epicor CPQ enables manufacturers to build virtual showrooms to sell products remotely.

Customers can download 3D renderings and dimensioned drawings on any device and place orders from any location. Product rules safeguard configuration, putting buyers in the drivers' seat.

## CAD and Manufacturing Automation Eliminates Bottlenecks

Epicor CPQ uses product configurations to auto-generate: proposal drawings for sales, CAD files for engineers, BOMs, CNC cut sheets, assembly guidance, and more for the shop floor. This high degree of automation helps ensure a seamless transition from the order to the build phase, eliminating the need for the typical back-and-forth.

CAD automation relieves pressure on the engineering department by automating the most menial, time-consuming parts of the job. Instead, engineers can focus their attention on where they can add the most significant value, securing the future competitiveness of your business through rigorous R&D.



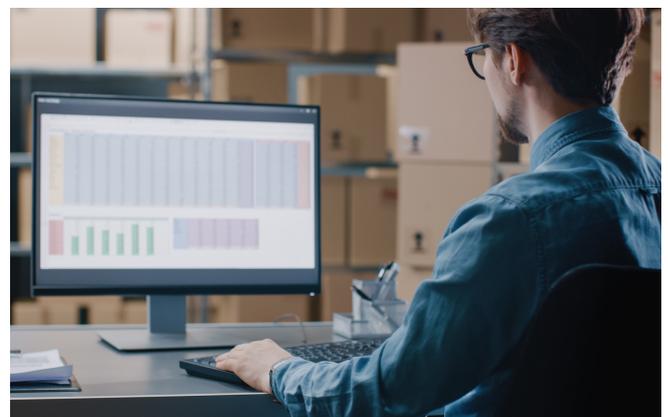
## Benefits of CAD and Manufacturing Automation

- Shorter lead times: Kickstart production by automating CAD and manufacturing
- Lower engineering costs: Hire fewer engineers and extract more creative value from existing ones
- Reduced complexity: Overcome sales-to-engineering complexity by creating a streamlined “bridge” from the shopping cart to the shop floor
- Eliminate silos: Get sales, engineering, and production teams collaborating within the same system

## Straightforward Integration With All of Your Core Business Systems

Today's manufacturers use multiple systems to run their businesses. Epicor CPQ integrates seamlessly with all of them. Rapid integration with CRM, ERP, PIM, and eCommerce solutions reduces complexity, enhances efficiency, unifies your data, and creates a single source of truth.

Epicor CPQ's partnership with MuleSoft and support for REST web services means manufacturers can connect their configure price quote solution with thousands of applications, moving data effortlessly between them.



### Epicor CPQ + CRM

Integrate Epicor CPQ with your CRM platform to gain a full 360 view of your customer. Track every interaction with your configurators, save it to your CRM records, and use it to personalize messaging and increase your win rate.

### Epicor CPQ + ERP

Integrate Epicor CPQ with your ERP solution to connect the sales side of your business with backend functions like inventory management and fulfillment. Give your B2B customers a frictionless consumer-like journey.



### **Epicor CPQ + eCommerce**

Integrate Epicor CPQ with your eCommerce platform to cater to the needs of the modern buyer. Provide a slick, immersive, self-service experience through any device.

### **Epicor CPQ Has a Solution for Every Industry**

Epicor CPQ makes quoting, engineering, and manufacturing quick and easy for manufacturers across various industries.

### **Biotech**

As the biotech industry booms, Epicor CPQ reduces the time and effort required to sell the products that are making a real impact on patient outcomes.

Buyers can visualize how systems and parts work together. They can drag and drop elements to create complex custom labs and single-use assemblies. Prospects understand every available option and feel connected to their product choices on an emotional level.

### **Building Supplies**

Epicor CPQ gives buyers the freedom to configure building supplies themselves within the boundaries of product rules. No more generic product images, drawings, and confusing descriptions; buyers can see 3D renderings of their custom products in situ with Epicor CPQ's augmented reality (AR) functionality.

### **High Tech Equipment**

The Snap rules engine is Turing complete—powerful enough to handle the most technologically advanced products. The high-tech company, NI, which produces automated test equipment, cut a five-day configuration process down to five minutes by introducing visual configuration online.

### **Modular Buildings**

Product rules programmed into Epicor CPQ make it easy for manufacturers of modular buildings to meet or exceed the strict code regulating design. New hires in the sales and production teams can be brought up to speed in days, becoming trusted advisors to customers.

*"Beyond the visualization capabilities, KBMax [Epicor CPQ] has excellent integrations with Salesforce, AutoCAD and Solidworks for lots of different output workflows."*

*Joe Rapolla, Sales & Marketing  
Operations Manager | NanaWall Systems*

*"The most important value provided by KMax [Epicor CPQ] is the amount of time that our developers save on having to solve some of these really complex problems, so they can focus on other key areas."*

*Jonathan Pop  
VP Digital & Technology | Xenith*



## Epicor CPQ: Connecting the Shopping Cart to the Shop Floor

At Epicor, we are committed to serving the essential businesses that make, deliver, and sell the things we all need. We keep manufacturers digitally competitive and scale their online capabilities.

Epicor CPQ delivers on this commitment by providing an end-to-end solution for manufacturers of complex, engineer-to-order products. Manufacturers using Epicor CPQ can provide customers with fully immersive and highly compelling buying experiences while eliminating sales-to-manufacturing complexity behind the scenes.

**If you want to achieve a 105% increase in deal size, 40% increase in conversion rate, 35% increase in production, and 38% faster sales cycles, then join us in connecting your shopping cart to your shop floor with Epicor CPQ.**

## EPICOR

We're here for the hard-working businesses that keep the world turning. They're the companies who make, deliver, and sell the things we all need. They trust Epicor to help them do business better. Their industries are our industries, and we understand them better than anyone. By working hand-in-hand with our customers, we get to know their business almost as well as they do. Our innovative solution sets are carefully curated to fit their needs, and built to respond flexibly to their fast-changing reality. We accelerate every customer's ambitions, whether to grow and transform, or simply become more productive and effective. That's what makes us the essential partners for the world's most essential businesses.

Contact Us Today: [info@epicor.com](mailto:info@epicor.com) | [www.epicor.com](http://www.epicor.com)

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