

#cloudCPQ

Torino, 11 giugno 2014

# La configurazione dell'offerta commerciale



ORACLE®





The background is a technical drawing in blue ink on a light blue background. It features several gears of different sizes, some with labels like '247/56'. There are also various lines, circles, and technical notations, including '1/8', '740', and 'h11/h10'. A pair of glasses is visible in the upper right, and a ruler is partially visible in the lower right. The overall theme is engineering and precision.

# Presentazione di Enigen

[#WhyEnigen](#)



Un gruppo di consulenza internazionale, focalizzata sui processi di CRM e front end aziendali



CONSULENZA STRATEGICA



SYSTEM INTEGRATION



FORMAZIONE CERTIFICATA

- UK
- Italia
- Svizzera
- Brasile

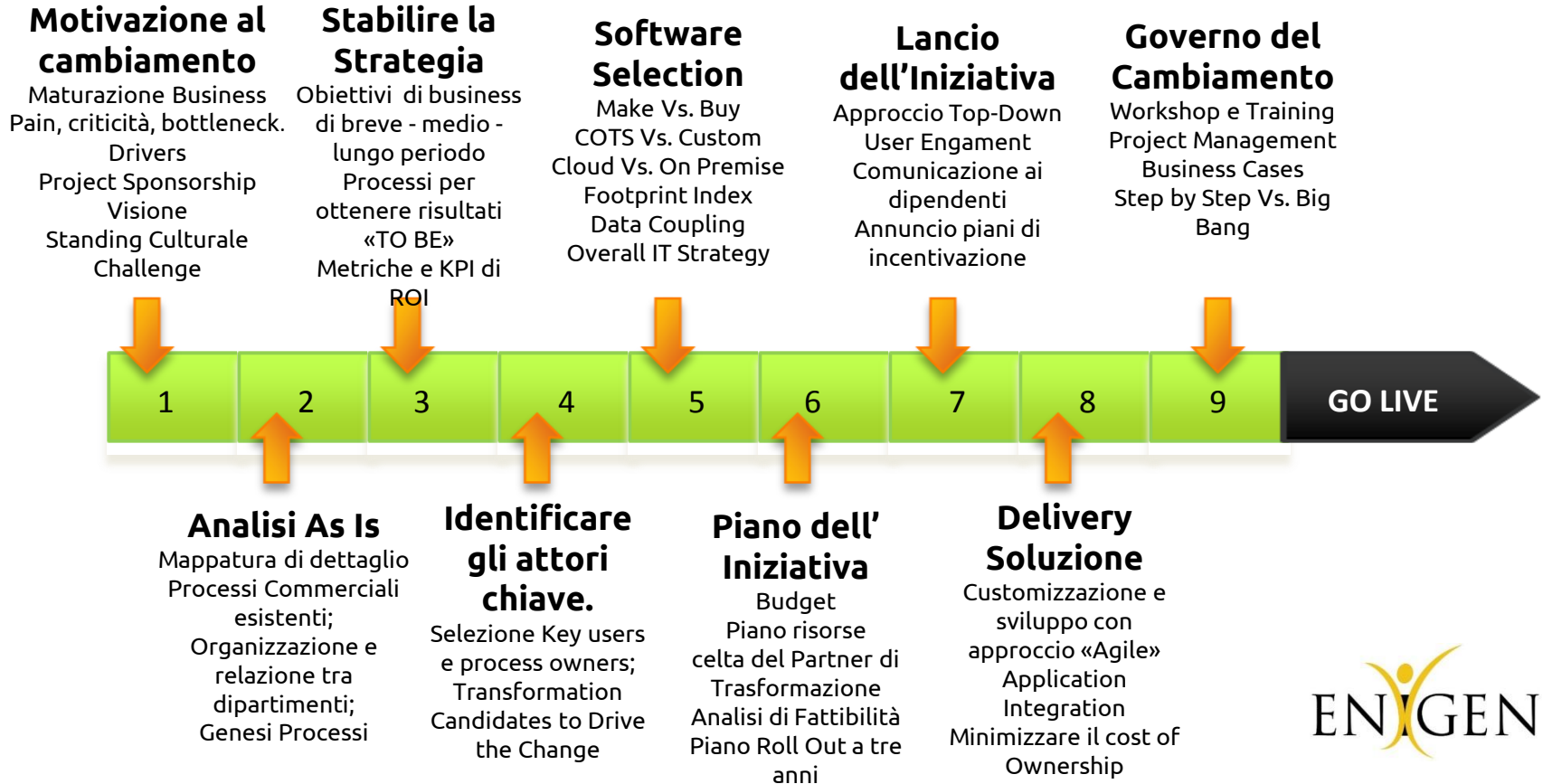


# ORACLE® Partnership

- **Partner dell'anno in Italia 2014 – Cloud Specialized**
- **Partner dell'anno in UK 2014 – Specialized Partner**
  - Gold Partner
  - FUDA agreement + public sector addendum
  - CRM on Demand Specialized and Reseller
  - Siebel Reseller
  - Part of Eloqua Partner Program
  - On going: Sales Cloud Specialized
  - On going: RightNow Specialized
  - Past Joint Events in Italy: Cloud Application Day sponsor



# RoadMap di Trasformazione





The background is a technical drawing or blueprint with a blue tint. It features several mechanical gears of different sizes, a pair of glasses, and a ruler. The drawing includes various lines, circles, and text annotations such as '217/56', '1/8', '740', and 'h17/h10'.

# Come Diventare una Customer Company?

[#WhyEnigen](#)

Aziende

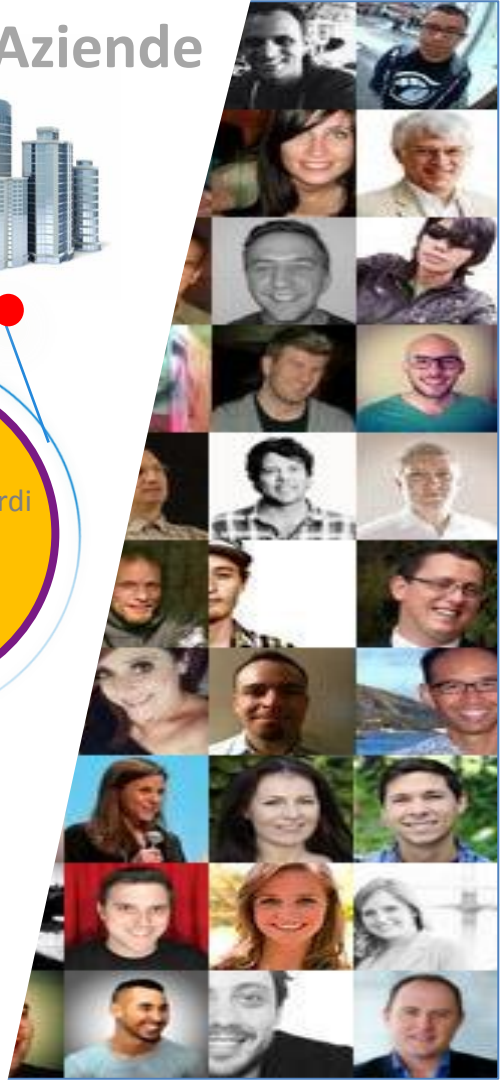


4.5 miliardi  
Oggi su Social  
Networks

70 miliardi  
Di oggetti  
connessi nel  
2020

5 miliardi  
Smartphones  
nel 2017

Devices  
Connessi



# I mercati sono cambiati

## Globalizzazione

**Aumento della  
competizione**

**Complessità  
Organizzative**

**Rischi Vs.  
Opportunità**



## Connettività

**Prodotti  
Connessi**

**Strumenti di  
Produttività**

**Clienti più  
informati**



## Velocità

**Cicli di  
Innovazione  
più rapidi**

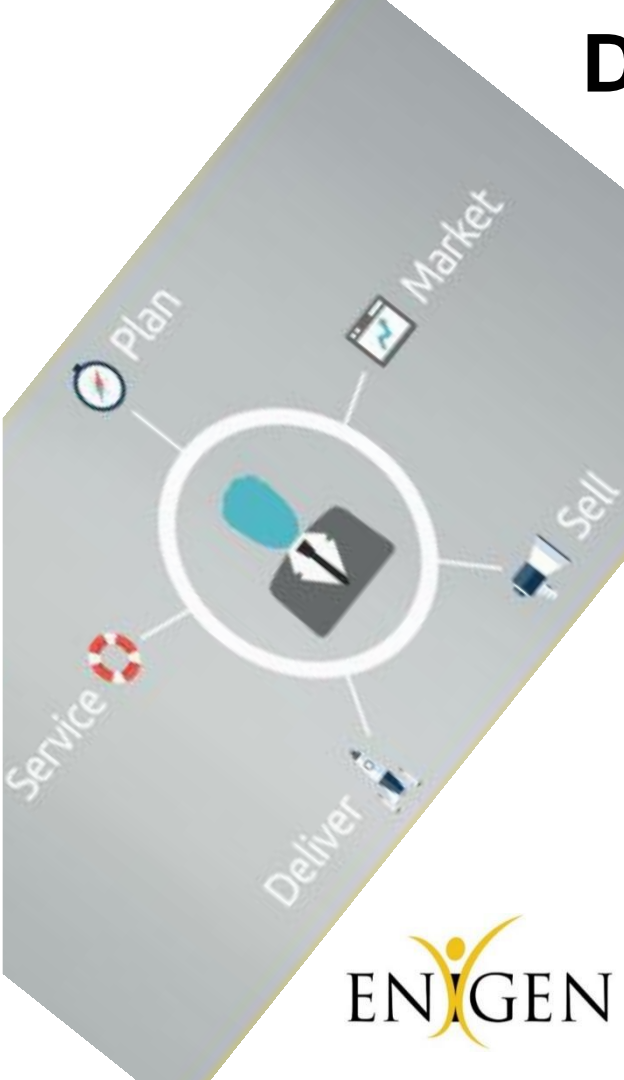
**Soluzioni  
1:1**

**Time to  
Market**





# Diventare “Customer Company”



Design



Plan



Make



Market



Sell



Deliver



Service

Research & Design

Demand Planning

Bill of Materials Mgmt

Social Media Listening

Sales & Operations Planning

Key Account Management

Warehouse Mgmt

Call Center

Innovation Management

Materials Planning

Manufacturing Execution

Content Management

Forecasting

Territory Management

Receiving & Shipping

Knowledge Management

Requirements Management

Supply Chain Planning

Workforce Management

Campaign Management

**Product Catalogue**

**Configuration & Pricing**

Transportation & Logistics

Customer Portal & Self Service

New Product Development

Procurement

Quality & Compliance Mgmt

Event Mgmt

**Quoting**

Sample Request

Distributor Mgmt

Community Management

Change & configuration

Risk Management

Project Portfolio & Program Mgmt

Analytics & Measurement

Order & Order Mgmt

eCommerce

Asset Mgmt

Warranty Mgmt / RMA's

Launch Management

Production Planning

Production Maintenance

Lead Management

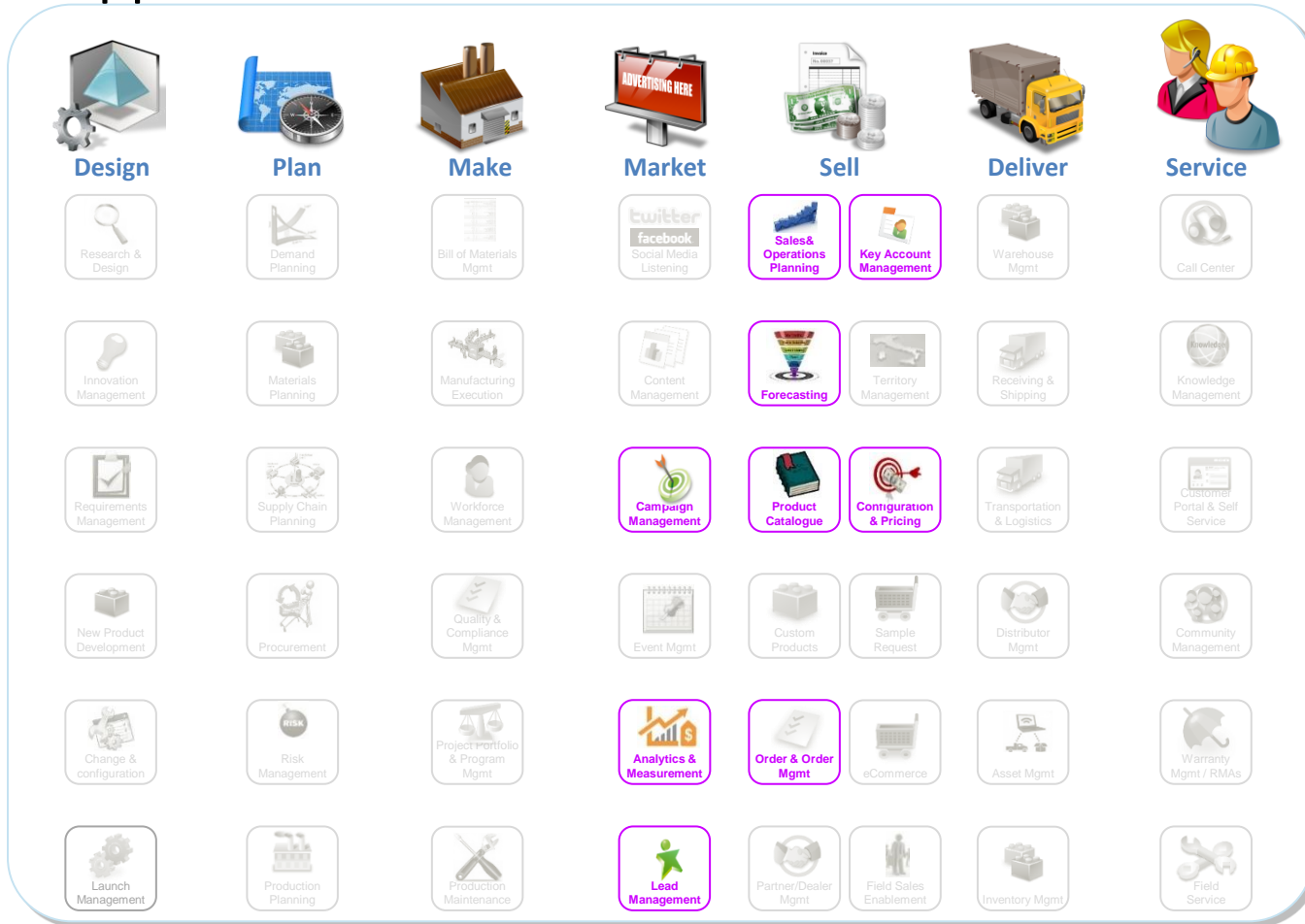
Partner/Dealer Mgmt

Field Sales Enablement

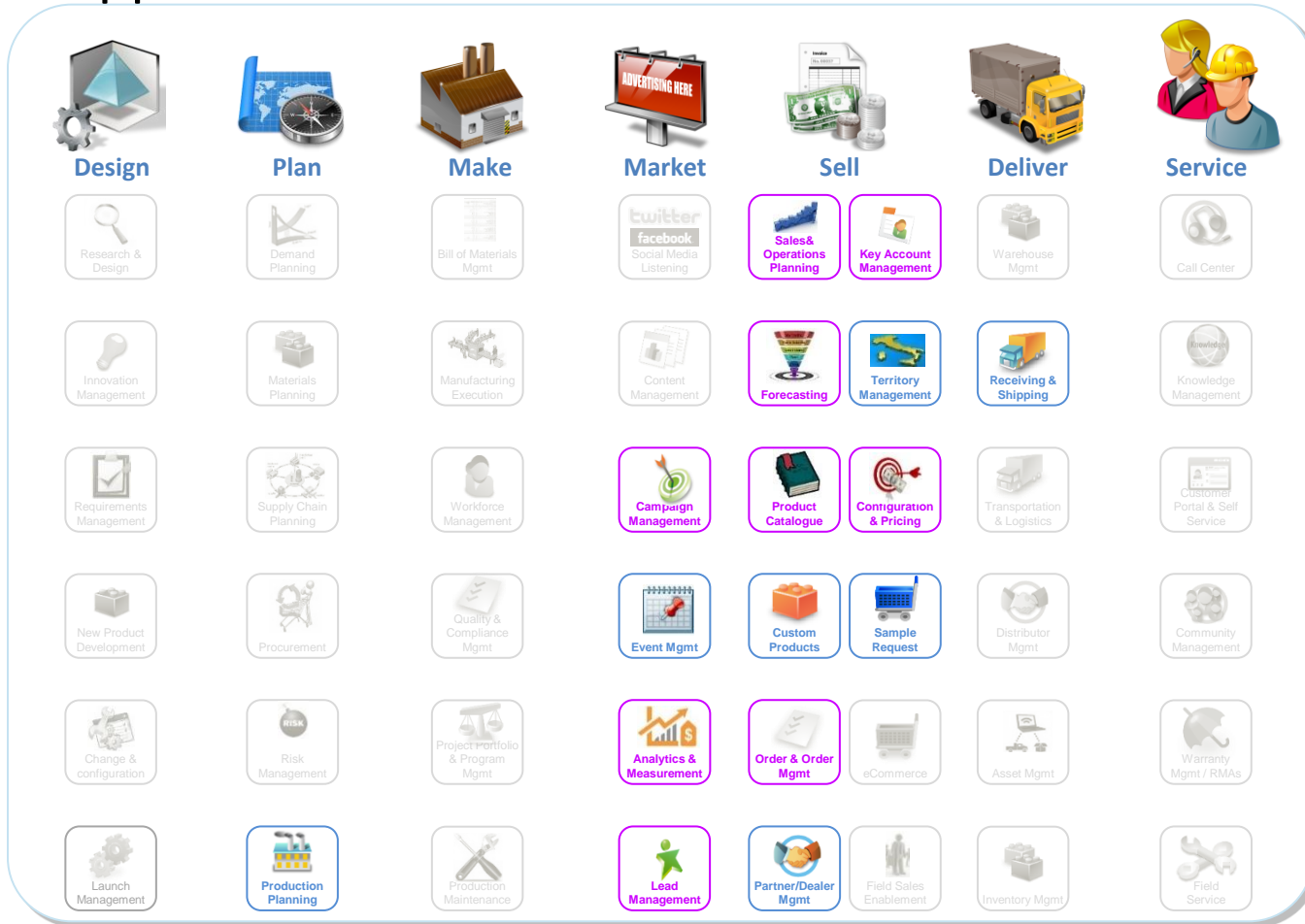
Inventory Mgmt

Field Service

# Mappa soluzioni aziende di Produzione – FASE 1

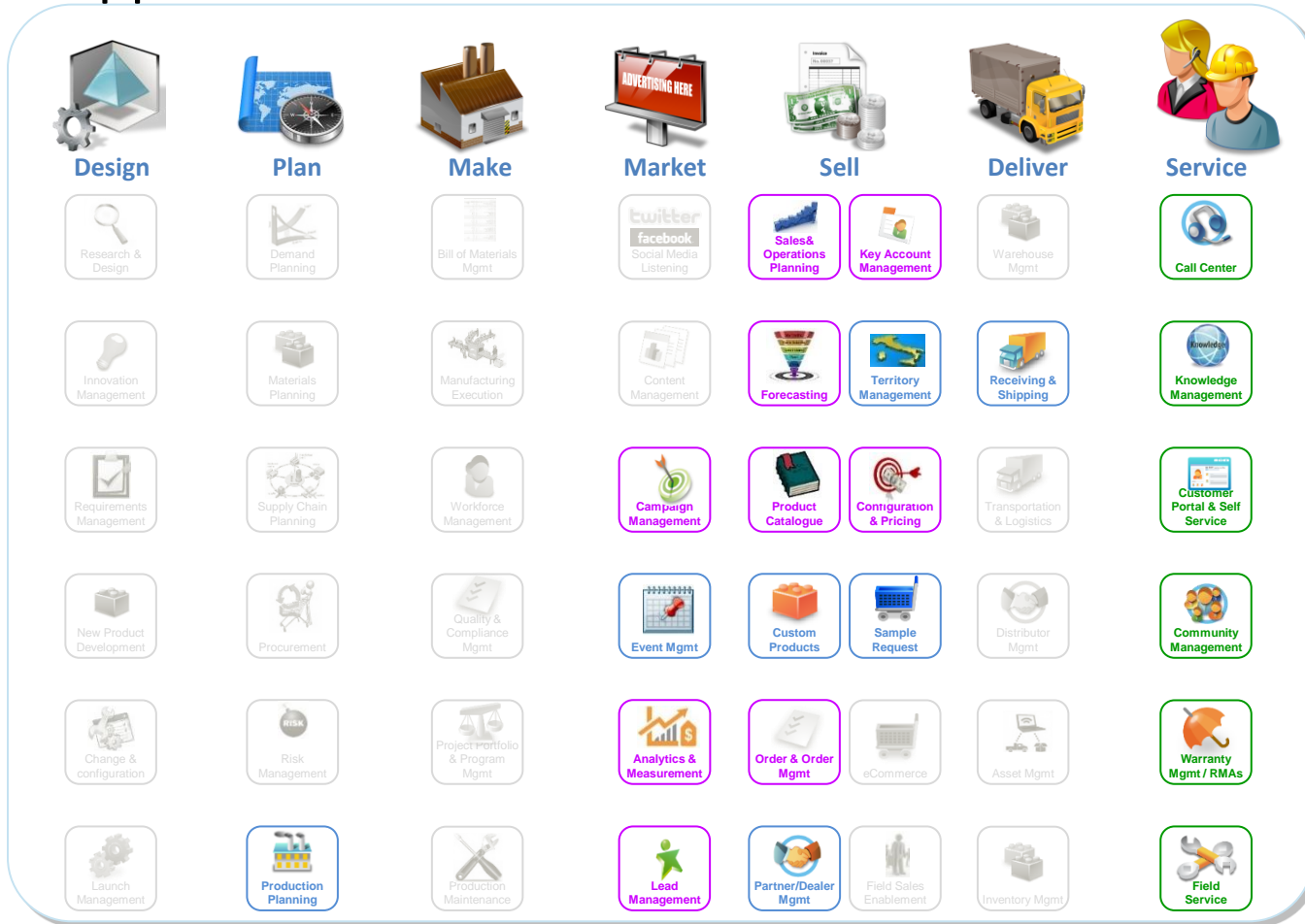


# Mappa soluzioni aziende di Produzione – FASE 2

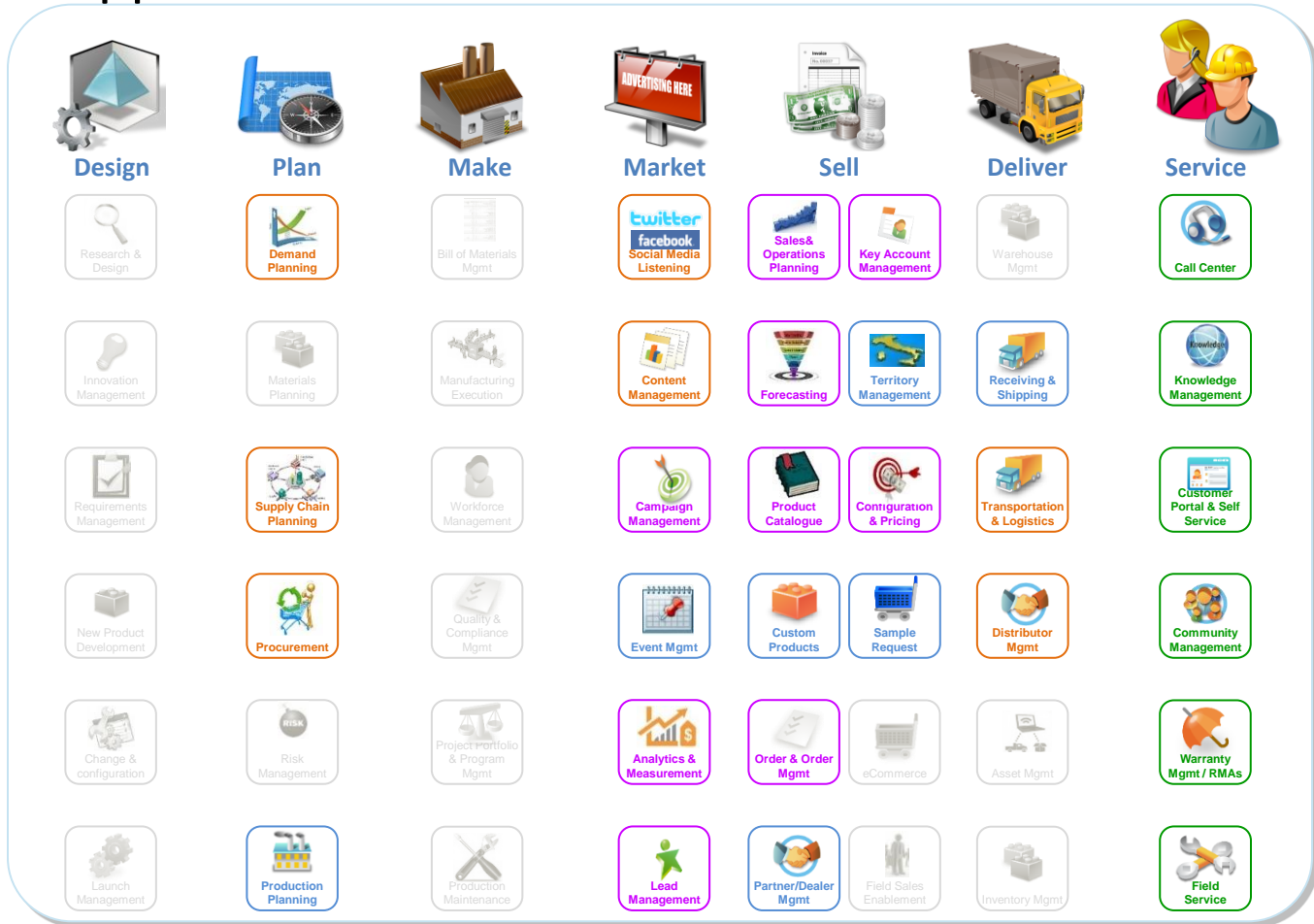




# Mappa soluzioni aziende di Produzione – FASE 3



# Mappa soluzioni aziende di Produzione – FASE 4



The background is a blue-tinted technical drawing or blueprint. It features several mechanical gears of different sizes, some with teeth. There are also technical sketches of parts, including a cylindrical component with a diameter of 74.0 and another with a diameter of 71/h10. A pair of glasses is visible in the upper right, and a ruler is in the lower right. The overall theme is engineering and manufacturing.

# **Introduzione al CPQ**

## ***Quote, Configuration, Pricing***

**#WhyEnigen**



# Che cos'è il CPQ?

- CPQ è un termine utilizzato per indicare strumenti di creazione guidata di offerte commerciali
- L'esigenza di un Sistema di CPQ è tipico di aziende che trattano prodotti o servizi ad alta complessità

**Configure:** ricercare, selezionare, e combinare prodotti o servizi con relative opzioni al fine di creare configurazioni d'offerta 1:1 che tengano conto di regole aziendali (omologazioni, regole di marketing, autorizzazioni alla fattibilità)

**Price:** Definizione dei prezzi di ogni voce che tenga in considerazione regole e vincoli aggiuntivi (ad esempio prezzi della concorrenza)

**Quote:** Creare un documento di offerta da un template



# CPQ nella strategia aziendale



## Design

Research & Design  
Innovation Mgmt  
Requirements Mgmt  
Product Development  
Change & Configuration Mgmt  
Launch Mgmt



## Plan

Demand Planning  
Materials Planning  
Supply Chain Planning  
Procurement  
Risk Mgmt  
Production Planning



## Make

Bill of Materials Mgmt  
Manufacturing Execution  
Workforce Mgmt  
Quality & Compliance Mgmt  
Project Portfolio and Program Mgmt  
Production Maintenance



## Market

Social Media Listening  
Content Mgmt  
Campaign Management  
Event Mgmt  
Analytics & Measurement  
Lead Mgmt



## Sell

Sales & Operations Planning  
Forecasting  
Configuration & Pricing  
Quoting  
eCommerce  
Partner/Dealer Mgmt  
Field Sales Enablement



## Deliver

Warehouse Mgmt  
Transportation & Logistics  
Distributor Mgmt  
Asset Mgmt  
Inventory Mgmt



## Service

Call Center  
Knowledge Mgmt  
Customer Portal & Self Service  
Community Mgmt  
Reverse Logistics Planning  
Warranty Mgmt/RMAS  
Field Service



## Support

Employee Helpdesk  
Performance Mgmt  
Time-off Manager  
Recruiting Mgmt  
Billing  
General Ledger & Budgeting  
Cash Mgmt  
Accounts Payable/Receivable

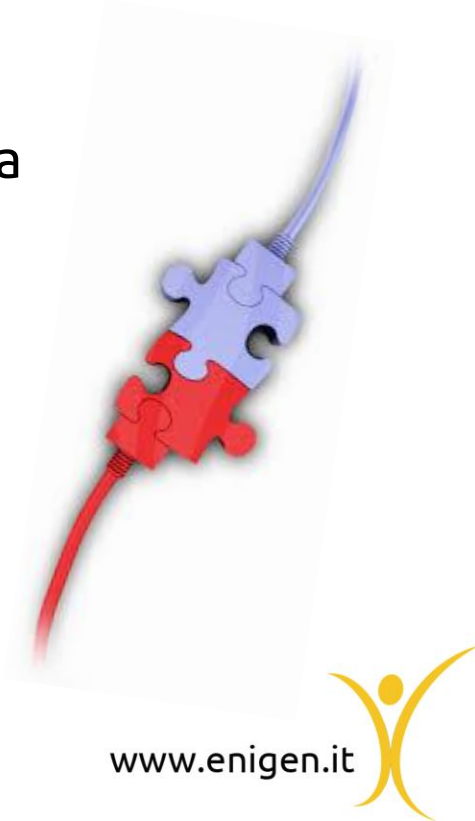


## Enable

IT Helpdesk  
Asset Mgmt  
Portfolio/Project Mgmt  
Governance  
Operations Mgmt  
Agile  
Vendor Mgmt  
Quality Assurance

# CPQ: key factor per una Customer Company

- ✓ Processo di offertazione più veloce
- ✓ Snellimento e Automazione Fattibilità Tecnica
- ✓ Riduzione di inesattezze nell'offertato
- ✓ Value to Promise
- ✓ Maggior Customer Satisfaction
- ✓ Velocizzare autorizzazioni a sconti
- ✓ Maggiore accuratezza nelle offerte
- ✓ Riduzione rischi turnover agenti di vendita





A stylized yellow graphic of a person with arms raised, positioned behind the word "ENIGEN". The figure has a circular head and two curved arms that sweep upwards and outwards, crossing at the center.

ENIGEN