

IS YOUR

CPQ

SOLUTION
FUTURE READY?

The modern B2B customer journey has evolved beyond direct sales. It now spans evolving networks of distributors, dealers, value-added resellers and ecommerce portals. As B2B buyers expect more from their digital experiences, an omnichannel strategy with ecommerce at its core is the only path forward for businesses who wish to remain competitive, relevant and achieve lasting success.

Your Modern CPQ Roadmap

In this new age of B2B ecommerce, Configure-Price-Quote (CPQ) solutions must go beyond basic features and functions to enable buying and selling engagements that include guided buying and selling, dynamic 3D product visualizations and VR, AI and predictive analytics, all delivered through an elegant user experience.



Top 3 Challenges Selling More Through Direct Channels

- 51% Have to leverage disparate systems to find right information
- 44% Sellers do not adopt sales technologies
- 39% Too many touchpoints in the sales process



Roadblocks To The Optimal User Experience*



Top 3 Challenges Selling More Through eCommerce

- 54% Products/services must be sold with third-party solutions
- 42% Products/services must be sold by a third party
- 41% Products/services are too complex



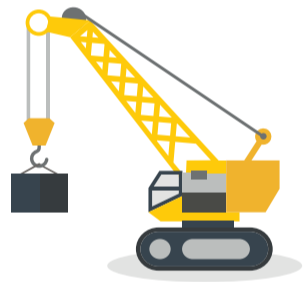
Top 3 Challenges For Indirect Channel Partners

- 77% Selling incomplete configurations
- 74% Accessing the right information
- 74% Managing the sale of complex solutions



The Complexity Gap

Most B2B companies currently realize 35% of revenue through ecommerce platforms. These companies are attempting to take more offerings online to achieve 50% of revenue through ecommerce. What's holding them back? The complexity of their products, pricing, and sales processes.



How Are Businesses Trying To Bridge The Gap?

At best, most businesses can only offer a static product catalog with preselected solutions. At worst, they struggle to manage data across multiple sources.

Businesses need CPQ to bridge the complexity gap and deliver complete, configurable offerings through their ecommerce platform.

Why Modern CPQ and Not Q2C?

To solve their B2B sales challenges, firms must leverage a modern CPQ solution that can:



Unite existing sales technologies



Provide guided buying and selling



Give partners full visibility



Configure and sell complex solutions via ecommerce



Quote-to-Cash Can Only Take You So Far

As a mature space, there are numerous CPQ vendors that can satisfy Quote-to-Cash (Q2C) requirements, but more is needed in this era of empowered B2B buyers who demand a viable ecommerce solution.

FPX is Modern CPQ

For more than 30 years, FPX has been helping businesses around the world simplify their buying and selling processes to meet the expectations of modern omnichannel customers. Today, our solution is powerful enough to manage any level of complexity, nimble enough to advance your commerce strategy, and simple enough to seamlessly extend and enhance the capabilities of direct and indirect sales. More than any other CPQ vendor, FPX powers winning digital transformation for B2B buyers and sellers who must embrace complexity to succeed.



With **FPX CPQ**, B2B companies provide buyers and users an **optimized and personalized buying and selling experience** — the right product, to the right customer, for the right price — whether across ecommerce or traditional selling and delivery channels.

*2017 Forrester Research, Inc. The Complexities of B2B Sales Require Thinking Beyond Today's CPQ