

# POWER UP YOUR SALES EXPERIENCE!

A commissioned study conducted by Forrester Consulting on behalf of Cincom published June 2019 shows how one Cincom CPQ™ customer benefited over a three-year period ...



ROI:  
**359%**



Net Present Value:  
**\$7 Million**



Benefits:  
**\$8.95 Million**



**Payback**  
LESS THAN  
**6 Months**

## Where does the ROI come from?



**\$6.2 Million**  
saved with improved  
order accuracy



20% engineering  
time savings worth  
**\$1.6 Million**



30% reduction in  
sales cycle worth  
**\$471,289**



Reduction in developer  
time managing the  
previous solution worth  
**\$662,000**

### Additional benefits realized by customer

- ✓ Reduced risk from sales turnover
- ✓ Improved order-to-cash cycle time
- ✓ Enabled "getting in front of the RFP" and increased sales

*"You couldn't hire a generic salesperson to sell one of these products; the learning curve is deep. CPQ allows you to more easily staff the sales department ..."*  
– Cincom CPQ customer

There are more data and details!  
Read the full Forrester Total Economic Impact study at

[www.cincom.com/TEI](http://www.cincom.com/TEI)