



Infor Configure Price Quote for commercial printing and packaging

Manage complex challenges

If you're in the commercial printing and packaging business, you know first-hand what it takes to survive in an industry buffeted by change. Demand for your paper and printed products is stagnant or declining because of the Internet, email, and new low-cost do-it-yourself alternatives. Your cycle times are getting shorter because customers are demanding faster service and shorter runs. As if this wasn't challenging enough, there's been no letup in the traditional challenges of demand volatility and wide swings in paper and ink prices.

The combination of new and old forces driving your business is demanding that you find new ways to sell more effectively, produce more efficiently, and increase the value of your brand. You can meet these challenges with the help of Infor® Configure Price Quote (CPQ).

Increase sales

With Infor CPQ, your sales force will have the powerful capabilities it needs to address all of your customers' unique requirements with speed, accuracy, and personal attention.

Boost sales performance. Infor CPQ can significantly reduce the learning curve for new sales reps, so they quickly attain better quote-to-order ratios. You'll be able to capture the best sales strategies of your experienced sales reps and share their knowledge with less experienced team members, who can quickly learn how to successfully guide a buyer through all the options and ultimately make the sale.

Help customers visualize their orders. With Infor CPQ, your sales team gets visualization tools to use in the quoting process, so customers can see realistic images of their final order.

Better manage product transitions. Infor CPQ helps you quickly and efficiently manage new offerings. You can roll out new products, options, and pricing electronically and according to your exact plan. You can also continuously roll out minor new product and price changes at any time to incorporate new innovations or adapt to new sales strategies.

Upsell more effectively. Sales reps receive tools to help them offer high-margin options that improve the profit-per-sale. As the order is being configured, reps will be able to see the projected profit so they can make suggestions that meet your overall margin objectives as well as the customer's requirements.

Reduce costs

With Infor CPQ, you can reduce costs and speed sales by improving order accuracy, better utilizing your equipment, and better managing material costs.

Deliver the perfect order. With Infor CPQ, you'll ensure customers have made all the choices they need and that the order you submit to production reflects the exact configuration, is on time, and delivers the expected costs. When you use Infor CPQ to help produce the perfect order you'll avoid the time, effort, cost, and customer frustration caused by delivering the wrong product.

Automate manufacturing instructions. Infor CPQ dynamically creates bills of materials (BOM) and manufacturing instructions on the fly, and can integrate with your ERP system to store these instructions with production orders. You can also have the system generate 2D drawings and 3D models of products to clearly show your production team what to build. These dynamic instructions and drawings can eliminate a substantial number of errors that can creep into even the most well-run production process.

Reduce labor requirements. With Infor CPQ, you can dramatically reduce the labor required to fulfill an order. You'll be able to create a rules-based BOM process to avoid labor-intensive creation of thousands of versions, with all possible combinations of products, headlines, and colors. Because the manufacturing instructions are recorded only once, you can introduce product innovations more quickly. You can also eliminate the production of price books. And, you won't need to rekey orders into your ERP system after they were already configured in the quote system.

Strengthen your brand

With Infor CPQ, you'll be able to differentiate your company from local and national competitors. You'll be able to make the ordering process smooth, personalized, and enjoyable for customers. You'll also be able to increase the efficiency and accuracy of your internal processes so you deliver exactly what the customer ordered—on time.

Innovate faster. Customers think more highly of your company when they see fresh innovative features that clearly meet their needs better than competitors' offerings. Infor CPQ helps you speed up the pace of innovation by freeing up engineers, designers, and other technical professionals from the selling process. Instead of low-value-add, repetitive selling assistance, your team can focus more time on high-value-add innovations in products and features.

Create a consistent buying experience. Customers may interact with a wide variety of people on your extended sales team during the ordering process. Whether they're deciding on typefaces together with a sales rep or talking with a customer service rep on the phone, with Infor CPQ, you can make sure your products are represented exactly the same way, every time. Buyers will be reassured when they see your sales and customer service teams work together during the sale. They'll also be reassured knowing that the quality of your products will extend to the service they'll receive after they buy.

Deliver quality. Customers will move their business to a competitor if they don't get the product they ordered on time and in the exact configuration they specified. Infor CPQ helps you to attain the same level of quality for configured and customized paper products that customers expect from off-the-shelf products. It takes a two-prong approach. First, Infor CPQ perfectly captures the customer requirements and presents them so the customer can easily confirm that you know what they want. Second, CPQ automates the creation of BOMs and manufacturing instructions to build each product, sending it directly into the ERP system for production.

Infor Configure Price Quote for commercial printing and packaging provides tools that help you increase your sales, reduce your costs, and differentiate your brand.



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INF-1446633-EN-US-0215-2