



# Quicken the time to revenue recognition with Salesforce CPQ implementation by Virtusa

Customers increasingly expect shorter proposal timelines and faster implementation to stay ahead of their competition. However, manual processes, legacy systems, and complicated and matrixed business rules delay quote-to-billing cycles.

Simplify your quote-to-billing process with Salesforce Configure, Price, Quote (CPQ) powered by Virtusa. With guided selling, solution configurations, the pricing engine of CPQ helps you integrate your sales and finance on a single platform. It streamlines your processes and expedites your quote-to-billing cycle irrespective of the stage of the user journey.

## Why clients are choosing Virtusa

A successful quote-to-booking journey includes a perfect amalgamation of technology with business that can simplify processes for higher deal win rates. Our Salesforce practice is armed with the right know-how and a transparent process architecture helps you experience:

**33%**  
improved business  
operational  
efficiencies

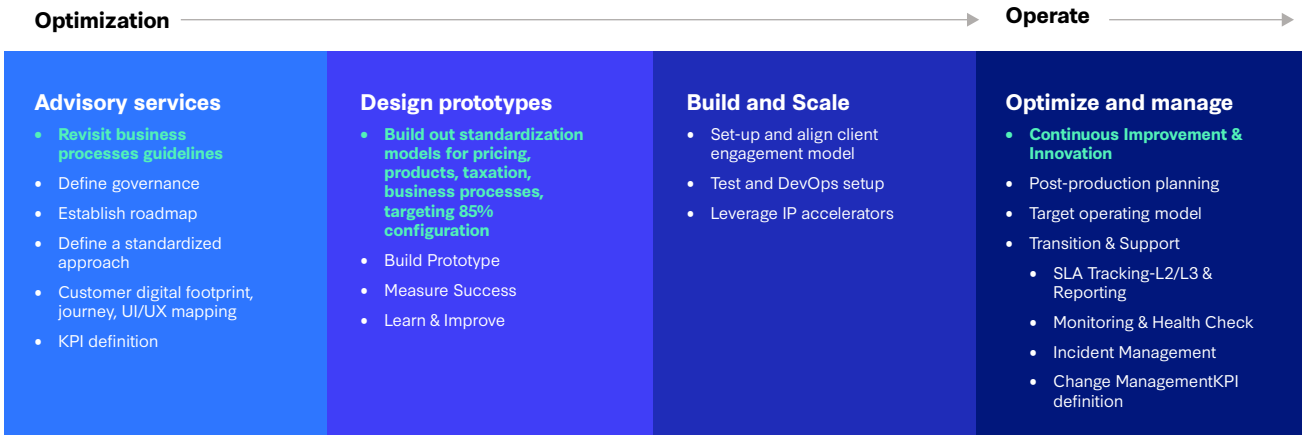
**25%**  
increased speed to  
implement revenue  
recognition

**35%**  
increased upselling  
and cross-selling

**50%**  
increased client  
satisfaction and  
higher chances of  
recommendation

# Capabilities

Our four-pronged approach towards systematic, accurate, and responsive quote-to-billing



## Key accelerators

### v+ Command center

Change quote document format, price waterfall settings, and automations faster and effectively

### v+ CPQ billing enhancer

Streamline complex billing component customization for quicker response time and update accuracy

### v+ Summary quote management

Update large sets of data with one click and create a summary quote faster

### CPQ evaluator for billing

Framework to explore the existing system to determine readiness and architecture approach to billing implementation

## Success stories

Virtusa helps a large European telecommunications company increase the customer-facing sales time by 2x, shorten the sales cycle by up to 27% to close higher number of better deals with 100% order accuracy

Large American medical equipment company experiences increased opportunities, improved business capability, higher intuitive user interface and reduced time to market, and decreased time to react to work orders and tracking