

NovusEdge CASE STUDY

WebSource CPQ

Industry:

High Tech

Application:

Solution allowing sales configuration, pricing, quotation and proposal generation for direct sales and channel partners.

Webcom Solutions:

Websource CPQ:

- Proposal and Quotation Processing
- Sales Configuration Engine
- E-Catalog
- Shopping Cart
- Reporting
- Multi-level Channel Support
- Approvals
- Salesforce Integration

Webcom Professional Services:

- Product Modeling
- Project Management

Challenges:

- Tool supporting both direct sales and channel partners in a cost-effective, easy-to-use manner.
- Improve quote cycle time and accuracy.
- Easily move from opportunity to order.
- Minimal effort required for implementation.
- Make it easy to do business with

Results:

- Bridged the gap from opportunity to order.
- Simplified the process, improving quote turn-around time and accuracy.
- Supports direct sales and channel partners.
- Cost-effective deployment.

Business Challenges and Objectives

NovusEdge is a leading provider of complete physical security solutions that control access, monitor environments, and manage alerts to protect high-value assets. Its EdgeProtect product is the first fully integrated solution that delivers IP-enabled, automated controls via rules-based functions, in real time, at the point of need. A configuration, quotation and proposal generation solution was required that integrated to Salesforce and enabled not only direct, but indirect channels.

The Solution Approach

Webcom's *sales configurator software*, WebSource CPQ, was implemented to capture all product and service knowledge and insure that everyone was working with up to date product rules and pricing. The solution is integrated to Salesforce, bridging the gap from opportunity to order. With minimal education, NovusEdge was able to implement the solution entirely on their own, allowing for a cost-effective deployment.

Results

Now implemented, requiring nothing more than a web browser, NovusEdge direct sales easily and skillfully configure, price, quote, propose their industry-leading physical security systems. The next phase of the deployment will enable channel partners, such as Johnson Controls.

“With a modest amount of education, we were able to undertake the entire implementation by ourselves, further evidence of the ease of use our field force expects to leverage.”



Anno Scholten

VP Business Development & Marketing
NovusEdge, Inc.