

Mitec Telecom

Industry

Telecommunications

Application

Solution to automate the configuration, pricing, quotation (CPQ) of Mitec telecommunication products

“Of the vendors we considered, only Webcom could provide the flexibility and functionality we needed – along with deep integration to Salesforce.com.”

Robert Mitchell

Vice President
Global Marketing and Sales
Mitec Telecom Inc.

Webcom Solutions

Websource CPQ

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

Webcom Professional Services

- Product Modeling
- Project Management

Challenges

- No quoting software in place
- Complex and simple products
- Providing quotations to distributors and customers was tedious and confusing
- No way for sales people to get a single consolidated view
- Needed visibility on quote activity and accuracy
- Needed solution to manage customer discounts and price control for a wide range of products in five vertical markets.
- Managing Global sales quotations in five different currencies

Results

- Partner portal with Salesforce.com integration
- Product rules created, reducing configuration errors
- Greater visibility and control of quotations being created
- Ability to maintain pricing, options, and accessories for all products and services

Business Challenges and Objectives

Mitec is a leading designer and provider of radio frequency (RF) products for the telecommunications and satellite communications industries, as well as a variety of other sectors. Mitec sells its products worldwide to network providers for incorporation into high-performing wireless networks used in voice and data/internet communications.

Quoting response time and accuracy were areas that Mitec Telecom indentified to improve for their clients. Previously, sales reps used spreadsheets to calculate the prices and costs of complex and simple products. The procedure took too long and was open to human error. At the same time, the company wanted to centralize their sales staff on a single application platform and initiate all orders from within Salesforce.com.

With minimal visibility on quote activity and accuracy, Mitec Telecom needed a tool that allowed their sales staff to streamline the entire quoting process.

The Solution Approach

Webcom's sales configurator software, WebSource CPQ, has enabled Mitec Telecom to present their entire product line on a web based partner portal with Salesforce.com integration, where they can control the content and allow access to selected staff and distributor partners.

Mitecs' sales staff can access the portal anytime to create a quote or simply just check pricing and product configurations.

Results

After implementing, WebSource CPQ enables Mitec Telecom to easily and skillfully configure, price and quote their products from anywhere at any time. Their partners can create quotes and proposals efficiently and accurately through the Salesforce.com partner portal, which is automatically populated with prices and costs based on predefined rules and formulas. By increasing quote accuracy to 100% and reducing manual effort, Mitec Telecom now creates complex quotes and product and service proposals in just five minutes.