

Gilson, Inc.

Industry

Manufacturing: Pipettes and Instrumentation for Genomic, Proteomic and Drug Discovery Markets

Application

Solution to enable a more effective configuration, pricing, quotation (CPQ) process.

"WebSource CPQ is the perfect on-demand solution for our business model, with features and functionality that set it apart from the competition, including robust integration to our CRM system from Salesforce.com."

T. Scott Kephart
Director of Sales
Gilson, Inc.

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

- Quick quote turn-around time in an inside sales environment.
- Tool supporting both direct sales and channel partners in a cost-effective, easy-to-use manner.
- Improve quote cycle time with the highest degree of accuracy.
- Easily move from opportunity to order.
- Control sales hierarchy, discounting and pricing rules.
- Minimal effort required for implementation.

Results

- Increased productivity and accuracy thru automated discount approval process
- Configure, price, quote and propose a product/service offerings across all channels
- Product rules enable more accurate quotes
- Cost-effective deployment
- Tight integration with Salesforce allows for a comprehensive view of each opportunity

Now implemented, requiring nothing more than a web browser, WebSource CPQ allows Gilson to easily and skillfully configure, price, quote and propose their offerings, addressing the complex needs of their customers. Gilson is impressed with the ease of implementation of WebSource CPQ and the completeness of integration to Salesforce.com.

Business Challenges and Objectives

Gilson, Inc. is a manufacturer of specialized pipettes and instrumentation for the genomic, proteomic, and drug discovery markets. They developed an extensive line of instrumentation specifically designed to increase throughput, shorten life cycles, and improve assay quality. Gilson needed a partner known for high-quality and dependable quote-to-order solutions that their direct sales people and channel partners could leverage in better serving the needs of their customers.

The Solution Approach

Webcom's sales configurator software, WebSource CPQ, was introduced to help drive increased revenues and margins, increased customer satisfaction, reduced costs and improved productivity. There is an enhanced CRM integration addressing the needs of customers with multiple channels to market. The solution is integrated to Salesforce, bridging the gap from opportunity to order. With an extremely aggressive timeline and minimal education, Gilson was able to implement the solution entirely on their own.