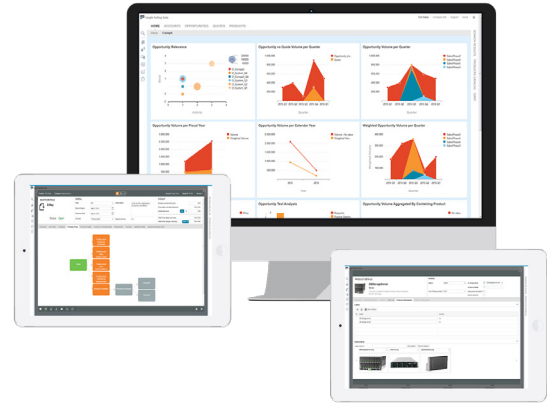


# INSIGHT SELLING SUITE

## Making the Sales Process Better for Manufacturing & High-Tech Industries



The Insight Selling Suite (ISS) is a **Reasonable cloud CRM Sales System** with **collaborative Configure-Price-Quote** functions.



### Decentralization Dilemma

In High Tech and Manufacturing industries decentralized sales structures are common. This often entails manual, adhoc and error-prone Request for Quotation (RFQ) procedures based on Excel. The sales process suffers from long cycle times and a fragmented IT landscape, which results in a lack of control and transparency for the management



### Predictable Revenue

The Insight Selling Suite captures all quotation relevant product and cost data in one system across decentralized operating plants. It therewith provides an efficient and transparent RFQ process to **drive and predict revenue**. A powerful analytics engine connects data from sales activities and delivers actionable insights.



### Collaboration Dilemma

In this industry engaging various teams, ranging from Engineering to Sales, is key for delivering adequate proposals. The data access is time consuming and user rights for these different roles drive the complexity of the collaboration.



### Empower Collaboration

Our solution **empowers efficient collaboration** between Sales, Engineering and other specialized departments. Specialist knowledge contributing to quote details is exchanged via workflow routing and spreadsheet uploads or downloads. This accelerates and streamlines CPQ procedures with guaranteed quote accuracy.



### Pricing Dilemma

Sales Reps need to optimize quotes and calculate prices flexibly and quickly whilst keeping company goals and customer restrictions in mind. Sales lacks flexible discounting and simulation capabilities.



### Sales Simulation

The Insight Selling Suite reflects the complex cost structures in Manufacturing and High Tech and turns them into easy-to-use **sales simulations** with detailed pricing views. Sales Reps optimize quotes whilst perfectly navigating between the customer's budget restrictions and the target margin.



### Scalability Dilemma

A scalable and future fit technology is required to support volatile business dynamics as well as aggressive growth trajectories. Management aims to avoid time consuming and high capital expenditure initiatives.



### Scalable Innovation

As an **innovative** cloud application, the ISS provides global **scalability** in the SAP HANA Cloud. At the same time volatile business dynamics are supported via its subscription model. With ERP and future system integration capabilities in a browser-independent UI, the ISS makes your business fit for the future and guarantees fast roll-outs.

# INSIGHT SELLING SUITE

## Reasonable CRM - *Simply made for using*



### Opportunity Management

Identify, create and prioritise leads and opportunities at a click. They can easily be converted into quotes later.



### Product Configuration & Costing

Configure your products with minimum effort via Drag 'n Drop and create accurate quotes, even with complex cost models.



### Sales Simulation

Review the effect of product attributes on the price and define custom discounts to optimize the quote.



### Account & Contact Management

Manage your accounts and contacts in a 360° Account View.



### Sales Collaboration

Collaborate across departments and locations in virtual teams to include all quotation relevant details and reduce cycle times.



### Workflow Routing & Approvals

Route your workflows and automate approval procedures for quotes in line with your competency framework.



### XLS Integration

Import and export data from and to spreadsheets and therewith perfectly integrate into existing workflows.



### User & Role Management

Flexibly manage users and roles to ensure and limit data access according to your company's compliance structure.



### PDF Export

Preview and generate editable PDF proposals for efficient quote creation according to your corporate design.



### Up-/ Cross-Selling Recommendations

Explore up- and cross-sell potential with sales recommendations to boost revenue.



### Guided Selling

Use a sales questionnaire together with your customer and be guided to the best fit solutions automatically to perfectly fulfill your customer's needs.



### Analytics with Dashboards

Connect your sales data enriched with sentiment analysis by SAP HCP in order to gain actionable insights into your sales process.



### Integration

Have a system in place with numerous integration capabilities like SAP ERP, SAP Cloud for Customer and more.



### Enterprise Search

Find customers, account data or order and opportunity details to leverage knowledge from past sales activities.



### SAP HANA Cloud Platform

Big data is handled in the integrated fast and reliable SAP HANA database.



### Rapid Deployment

Benefit from our ready-to-use CRM solution with a rapid deployment.