

Oracle Named a Leader in The Forrester Wave™: Configure, Price, Quote Solutions, Q1 2025

Oracle has been recognized as a Leader in The Forrester Wave™: Configure, Price, Quote (CPQ) Solutions, Q1 2025, for Oracle Fusion Cloud Configure, Price, Quote (CPQ). This recognition highlights Oracle's strength in delivering cutting-edge CPQ solutions as part of its Fusion Cloud Customer Experience (CX) suite. Out of 13 evaluated vendors, Oracle was named one of four Leaders, achieving the highest score in the Strategy category.

AI-Driven CPQ Innovation

According to the Forrester report, "Oracle sees the CPQ solution as the engine at the center of all B2B buying and selling processes across every sales channel, in diverse industries, for a wide range of business models." The report also acknowledges Oracle's "AI-first innovation strategy focused on addressing market needs" and its "API-first, composable platform with applications that enable key revenue transformation capabilities." These insights reflect Oracle's commitment to revolutionizing sales and revenue processes with AI-driven solutions.

Streamlining Sales and Enhancing Customer Experience

"Delivering a consistent and personalized buying experience is a big challenge for many organizations as systems and data are typically disconnected, impacting both efficiency and sales," said Kartik Raghavan, senior vice president, Oracle Cloud CPQ. "Oracle Cloud CPQ helps organizations streamline the sales process and create seamless digital buying experiences that accelerate quote-to-cash and drive revenue growth. We believe Forrester's recognition of our CPQ offering underscores our AI-first strategy and relentless focus on customer success."

Oracle Cloud CPQ is designed to help organizations across industries optimize their sales operations and drive revenue growth. Its AI-powered capabilities and integrated approach provide businesses with powerful tools to simplify complex sales processes, ensuring a seamless customer experience and maximizing profitability.

Key Benefits of Oracle Cloud CPQ

With Oracle Cloud CPQ, organizations can achieve the following:

- **Accelerate Sales Cycles:** AI-powered guided selling, automated approval workflows, and intelligent pricing recommendations help sales teams configure accurate quotes quickly and close deals more efficiently.
- **Unify Revenue Processes:** Oracle Cloud CPQ integrates with broader revenue management processes, eliminating inefficiencies and ensuring seamless coordination between sales, pricing, inventory, and fulfillment.

- **Enhance Decision-Making with AI:** Embedded AI provides real-time insights, optimized deal structures, and revenue opportunities, allowing businesses to make smarter, data-driven decisions.

Oracle Cloud CX: A Comprehensive Sales and Customer Experience Solution

Oracle Cloud CPQ is part of the Oracle Fusion Cloud Applications Suite, which brings together AI-driven innovations to help businesses create, manage, and nurture long-lasting customer relationships. Oracle Cloud CX leverages AI as both an advisor and assistant, helping organizations analyze connected data, improve operational efficiency, and deliver superior customer experiences across marketing, sales, and service.

Learn More About Oracle Cloud CPQ

To explore more about Oracle Cloud Configure, Price, Quote, visit [Oracle Cloud CPQ](#).

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