

Customer STORIES







INTRODUCTION

SteelBrick customers create quotes, contracts, and invoices quickly and easily so that they spend less time on administration and more time growing their businesses. SteelBrick automates the entire Quote-to-Cash process, saving customers time and money.

Read on to see how SteelBrick Quote-to-Cash helps our customers succeed.



"The implementation of SteelBrick CPQ is vastly less complicated, faster and less expensive than other CPQ software"



Lars Nilsson
VP of Field Operations
Cloudera

SteelBrick helps Cloudera Streamline Sales Processes

Challenge: Simplify quoting and manage discounting practices

As an enterprise data management company, Cloudera manages a high volume of renewals, add-ons, co-terminations and pro-rating, and salespeople often have to consolidate multiple renewals into one. This can quickly become very complicated. Cloudera was using the standard Salesforce price books with some customizations, but this approach had limitations. In addition, Cloudera was using an email-based approval process for discounting; conversations about discounting were handled in back-and-forth emails. When the opportunity came to help streamline Cloudera's sales processes to prepare for rapid growth, Lars Nilsson, VP of Field Operations for Cloudera, knew where to start.

Nilsson had helped dozens of organizations implement Sales 2.0 technologies while working as a consultant before joining Cloudera. He had seen the benefits of implementing a Configure Price Quote (CPQ) solution and understood that CPQ could be an essential part of their sales process re-engineering.

Solution: Implement a proven CPQ solution

Before joining Cloudera, Nilsson founded and ran Sales Source, a sales operations consultancy that helped dozens of organizations implement Sales 2.0 technologies. In this role, he had implemented CPQ solutions from a number of vendors. For increasing the speed and accuracy of the quoting process, Lars's tool of choice was SteelBrick CPQ. SteelBrick CPQ simplifies configuration, ensures pricing and quoting

accuracy and manages discounting practices, helping sales reps reduce errors and improve productivity. After discovering SteelBrick, he implemented it at five different organizations. Based on his extensive experience with CPQ vendors, Nilsson presented multiple CPQ solutions in an internal bake-off to Cloudera's finance team, and SteelBrick was the clear choice. After he sent his requirements to SteelBrick and received their proposal, implementation took only two weeks.

"Previously, I had implemented CPQ solutions from a number of vendors," said Nilsson. "While some vendors offer a thousand points of functionality, I needed to focus on the features that really matter to Cloudera. It was also clear to me that the implementation of SteelBrick CPQ is vastly less complicated, faster and less expensive than other CPQ software."

Benefits:

SteelBrick CPQ provided many benefits to Cloudera, including the ones described below:

Easy Adoption for Salespeople

Cloudera's sales team found SteelBrick to be very intuitive, just like Salesforce. Built on the Salesforce Platform, SteelBrick provided a truly native experience that allowed salespeople to take advantage of important Salesforce functionality like multicurrency support. SteelBrick introduced a user-friendly CPQ interface into Salesforce without imposing another external system that salespeople would need to do their job. Cloudera salespeople simply go into an opportunity and select the SKUs that Nilsson and his management team have pre-loaded into SteelBrick.



"The sales reps don't realize that they're in SteelBrick—they feel like they're in Salesforce," said Nilsson. "The experience is so native that you can access all the usual Salesforce functionality while you're in SteelBrick."

Automated Discounting Controls

SteelBrick has given Cloudera a handle on discounting practices across offices and regions. Now, if salespeople try to offer a discount over a specific amount, SteelBrick will automatically initiate an approval process. While a 10% or 15% discount might require one or two people to sign off, a 35% discount now requires multiple tiers of approval, including a sign off from the CFO. Salespeople also have to provide written justification for why they are requesting discounts, and each approver can add comments as well. Nilsson even plans to implement a dashboard that will rank reps and their team members on average discounting behavior. For a discount that requires five signatures, SteelBrick can automate the approval to go to all five people at once, or one at a time.

"Thanks to the automated discounting controls, SteelBrick will be easier to justify than any other tech purchase I make this year," said Nilsson. "The new process encourages our salespeople to sell on value."

A True Partnership

Karan Singh, Senior Sales Operations at Cloudera and Nilsson's implementation specialist, notes that SteelBrick customer service representatives have been knowledgeable and very responsive. In his experience, they frequently go outside the scope of their role to address any questions he has. When his request is

urgent, Karan has been able to get support after work hours. And, Nilsson has found that SteelBrick listens carefully to his suggestions about product features and addresses them in product updates.

"They go above and beyond for me as a customer," said Singh.

"I can go to SteelBrick and say, 'Hey, can you guys build this feature or enhance that one?'" said Nilsson. "They'll take me seriously. Having a development partner who can understand our needs and take action is so valuable."

Streamlined Workflow

SteelBrick makes it easy for Cloudera salespeople to configure, price and quote complicated blends of renewals, co-terminations and add-ons within the familiarity of Salesforce. SteelBrick also saves reps from complex calculations and potential mistakes.

Capacity for Growth

As Cloudera expands its sales organization in the coming year, Lars expects to scale its use significantly.

"I know a company that has over 500 reps using SteelBrick, and that makes me feel very, very comfortable," said Nilsson.

About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified Platform for Big Data, an enterprise data hub built on Apache Hadoop™. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Only Cloudera offers everything needed on a journey to an enterprise data hub, including software for business critical data challenges such as storage, access, management, analysis, security and search. As the leading educator of Hadoop professionals, Cloudera has trained over 20,000 individuals worldwide. Over 800 partners and a seasoned professional services team help deliver greater time to value. Finally, only Cloudera provides proactive and predictive support to run an enterprise data hub with confidence. Leading organizations in every industry plus top public sector organizations globally run Cloudera in production.



"The implementation was great. Any problem we had, no matter how big or no matter how complex, the team at SteelBrick found a solution and helped us work it out."



Martin Soler
Former VP, Sales & Marketing
WIHP

WIHP Supports Global Expansion with SteelBrick Billing

Challenge: Keeping Pace with Global Expansion While Managing Complex Billings

World Independent Hotel Promotion (WIHP) is focused on helping hotels improve direct bookings through their websites and other channels. Built by marketing experts and real hoteliers, WIHP knows just what it means to manage a hotel, and created a marketing company around the true needs of modern hoteliers.

What WIHP wasn't interested in was complex billing processes and uncollected revenue, especially as they grew rapidly across the globe. With their business expanding, they wanted a better billing system that could eliminate manual work and easily integrate with their existing Salesforce and back-end systems.



WIHP's online booking tool drives direct revenue for hotels and chains.

Solution: SteelBrick Billing - Easy, Scalable Automation

WIHP caters to about 1,500 clients, all utilizing different products, and many with tailor-made pricing based on a host of variables. Not only did all of these variables need to be built into their billing automation, it all needed to work with their production systems so that teams would have visibility into customers, launch dates, and contract details.

"It was a pretty big project," admitted Martin Soler, former VP Sales & Marketing at WIHP. *"We went through about ten options and SteelBrick Billing came out on top."*

SteelBrick Billing was able to easily handle the complexity and the integrations, and challenges were identified and addressed as quickly as they appeared.

"The implementation was great," Soler said. *"Any problems we had, no matter how big or no matter how complex, the team at SteelBrick found a solution and helped us work it out."*

Going with a cloud-based billing system was also a smart move for WIHP. When modifications were required WIHP was able to see the changes and interact with them live "within an hour," according to Soler.

Benefits:

Once WIHP went live with SteelBrick Billing, the benefits were immediately apparent:

Huge reductions in manual effort

WIHP's billing team saw significant decreases in the



number of man-hours previously spent gathering data and finding lost billings. And now, when running reports, SteelBrick handles everything.

"No manual input is needed at all," added Soler.

Quick Identification of Under-Billing

WIHP's issue with under-billing prior to automating their billing system was easily addressed by the added visibility provided by SteelBrick Billing. Automated reports enable easy identification of errors and anomalies, allowing quick follow-up.

"When we put in SteelBrick, that just cleaned it all up," said Soler.

Smooth Implementation Leads to a Happier Staff

The ease-of-use of SteelBrick Billing also makes for a happier staff, allowing them to focus on issuing invoices and collecting money, not on all of the surrounding work and error-corrections.

As for their overall experience with SteelBrick, WIHP sets a high bar, especially for customer service.

"We're a service company, so service is a high criteria for us because we're demanded to give great service," said Soler. "The (SteelBrick) team totally gave us that service and I would recommend it to anybody."

About WIHP

World Independent Hotel Promotion (WIHP) is a leading hotel marketing agency drawing on more than 12 years of experience and tracking. Having built over 4000 hotel websites and tracked the most efficient ones, WIHP now provides hotels from all markets with high-end hotel marketing campaigns designed to increase direct revenues.



“With SteelBrick CPQ, we configure, set terms and execute a quote in 90 seconds with data we can completely trust.”



Daniel Barber
Director of Sales Development and Operations
ToutApp

ToutApp Scales for the Future with SteelBrick CPQ

Challenge: Manual Quoting Process Was Inaccurate and Inefficient

ToutApp, the sales acceleration platform that elevates sales teams with the power of email tracking, templates and analytics, has experienced tremendous growth and change. Increasing revenues by nearly 300% and quadrupling in size in one year led the leadership team to recognize the need to anticipate the complexities that come with operating as a larger company. A growing sales team and multiplying enterprise customer base meant examining their operations processes, starting with how they generate quotes. With additional growth anticipated, they wanted to get ahead of potential challenges, rather than confront them afterwards.

As ToutApp's Director of Sales Development and Operations, Daniel Barber focuses on scalability, by defining processes and building a foundation for growth. Tasked with building a team to support Salesforce and operations processes, Daniel found that the existing manual quoting and invoicing environment wasn't working well enough. Not only was it vulnerable to extensive inaccuracies and inefficiencies, it offered little visibility across departments. He sought an automated configuration price quote (CPQ) solution that would execute quotes quickly and accurately, while seamlessly integrating with ToutApp's other business systems.

Solution: Build a Scalable Quoting Process

ToutApp required not only an affordable CPQ solution

that could be implemented quickly but one that could adapt to the complex challenges they would face as a larger company. The solution needed to fit ToutApp now and in the future. They partnered with SteelBrick to deploy a customized, scalable CPQ system – one that is built native on their Salesforce CRM platform – and implemented it within weeks with offsite support from the SteelBrick team.

“Because the SteelBrick platform is built to be out-of-the-box, I was able to self-implement without development or analyst support,” said Barber. “In just 5 weeks, we were operational.”

Benefits:

SteelBrick CPQ transformed the selling process for ToutApp. Here are some of the benefits they saw:

Huge Increases in Efficiency and Accuracy

Implementation of SteelBrick CPQ resulted in a nearly 20x increase in the time and efficiency for executing quotes – from up to 45 minutes to only 90 seconds (and just a few clicks). In addition to improvements for the sales team, SteelBrick CPQ also delivered a better customer experience, as customers now received immediate responses to their requests for follow-up pricing information instead of waiting for days. A better customer experience during quoting sets the stage for a more positive sales process overall.

“Now we can execute quotes in 90 seconds or less, which means that our customers can be up and running faster,” said Barber. “As a business, we’re generating more revenue.”



SteelBrick CPQ has increased productivity across the sales team. With the accuracy of quotes no longer in question, ToutApp's sales operations team is better equipped to distribute sales opportunities and increase the number of opportunities a rep can handle, which impacts the bottom line.

Cross-Organizational Visibility Means Faster Payments

SteelBrick provides benefits across the entire ToutApp organization as they follow a "land and expand" business model. The quoting process, powered by SteelBrick CPQ, provides the Finance Department never-before visibility into products and prices quoted, right within Salesforce, enabling them to track data integrity and ensure payment. SteelBrick is equally as important to ToutApp's Customer Success team, who realized immediate ROI in the increase of team members engaging in upselling and cross-selling due to the faster, less cumbersome quoting process and the recommendations provided within SteelBrick CPQ.

More Consistent Discounting, Plus Automated Renewals

The sales leadership team at ToutApp now sees more mutually beneficial customer relationships, particularly in regards to discounting due to a better understanding and enforcement of discount thresholds.

Automating renewals with SteelBrick CPQ also results in seamless co-terminating of license agreements, making it easy for sales reps to generate a renewal quote. By leveraging native functionality in Salesforce, SteelBrick CPQ provides ToutApp with extensive reporting on software subscriptions and other details of its

customer base in a new and expanded way. This added intelligence demystifies the renewal process, creating forecasting opportunities – and revenue opportunities – that never existed before.

"When deals are set for a 12-month term or a 24-month term, now we already have opportunities created – they are order generated. I know exactly how much the renewal is going to be," added Barber.

An Evolving Partnership

As ToutApp continues its rapid business growth, helping salespeople close more deals, the use of SteelBrick CPQ will scale, providing the needed speed, visibility, accuracy and cross-functional insights.

"Without Steelbrick, we would be back in the stone ages," said Barber. *"I don't think we would be operating as a business today."*

About ToutApp

ToutApp builds software that helps salespeople close deals faster with the power of email tracking, templates and analytics. Founded in 2011, ToutApp has more than 90,000 salespeople using its platform, with enterprise customers including Atlassian, Dropbox, Optimizely, Jive, Namely and more.

"Our accuracy has leapfrogged... SteelBrick CPQ is much better integrated with our licensing system."



Morgan Van Wely
IT Director
NetMotion Wireless

NetMotion Wireless Created a More Profitable and Efficient Sales Team by Replacing Their CPQ

Challenge: Create a more profitable and efficient sales machine

NetMotion Wireless was growing fast—their software filled a critical need for the market and they had a sound sales strategy in place. But they knew they could grow faster. Their challenge was execution.

They focused on creating a more profitable and efficient sales machine by streamlining all existing sales and marketing applications, which had been selected on an ad hoc basis. The new solution suite needed to integrate with Salesforce CRM, and it also had to meet the varying needs of a team of 30 salespeople with multiple roles—plus a network of channel resellers.

One important component of the new solution would be an automated configuration-price-quote (CPQ) solution. They implemented CPQ software, however, three years later, the team still struggled to make the CPQ app work for them. For example, the tool couldn't handle the company's complex pricing structure and licensing rules. The sales team was still creating quotes manually, switching back and forth between their licensing database, Excel and Word to configure a full quote. The software also failed to provide clean and accurate data, even though the provider said the solution integrated with Salesforce.

Solution: Replace their old CPQ with one that can handle their

complex requirements

IT Director Morgan Van Wely was responsible for finding and implementing the right solutions, and the first thing he did was to replace their CPQ software. He faced an upcoming product release that involved a complicated licensing and maintenance fee structure, and he knew the current software could not handle the complexity. He needed to find a new CPQ app that could handle their complex needs, and was built on the Salesforce Platform. This would ensure that the data would always be up-to-date and reliable. He chose to implement SteelBrick CPQ.

Benefits:

SteelBrick CPQ provided many benefits to NetMotion Wireless, including:

Rapid implementation that fits their exact needs

Although NetMotion Wireless spent nearly three years trying to build their complicated business rules into their old quoting solution, they got up to speed on SteelBrick CPQ in just nine weeks! Advanced pricing and volume discounts? Check. Subscription and renewal prices? Got it. Complex product bundles? No problem.

A user-friendly interface that reps actually use

Unlike NetMotion Wireless' previous tool, which had a challenging user interface, SteelBrick CPQ is simple and easy to use. Because SteelBrick CPQ is built directly on



the Salesforce Platform, the sales team never has to leave Salesforce to create accurate quotes.

More accurate quotes—made even faster

“Our accuracy has leapfrogged,” said Van Wely. The reason? NetMotion Wireless sales reps don’t have to manually configure any part of their sales quotes any more. In fact, they depend on SteelBrick CPQ to automatically make suggestions about what to include in each proposal.

Van Wely added: *“SteelBrick CPQ is much better integrated with our licensing system. It looks back on licenses that our customers already have and uses that information with guided selling to produce better and more accurate quotes.”*

This save the sales team a lot of time, making them more productive. It also makes them more profitable. Each rep now produces a sales quote in 12 clicks—down from at least 20!

A responsive partner

It was immediately apparent to NetMotion Wireless that SteelBrick is a company that delivers what they promise—any time it’s needed. Van Wely reports that SteelBrick’s level of responsiveness and the quality of communication was far superior to any NetMotion Wireless had received before, particularly their prior vendor.

“The SteelBrick team jumped right in with both feet no matter what we needed,” said Van Wely. *“And SteelBrick CPQ delivered extraordinarily quickly.”*

Greater ROI from Salesforce

More than 97% of NetMotion Wireless’ sales quotes are now made in Salesforce. Why? Because SteelBrick CPQ is built 100% native on Salesforce, and that means complete, clean data that’s always up-to-date. Because the company had already made significant investments in Salesforce, this complete data integration was very important.

“We’ve leveraged the investment we’d already made in Salesforce,” says Van Wely.

“Plus, I’ve gotten lots of positive feedback from our salespeople.”

A roadmap for 100% adoption by channel partners

NetMotion Wireless plans to give channel partners access to SteelBrick CPQ. Currently, more than 93% of their sales are closed through reseller channels, and they’re shooting for 100%.

“Right now, when a reseller wants a quote, our inside sales team generates it for them,” says Van Wely.

“Just think about how much easier it will be when our partners can do that for themselves in our partner portal on SteelBrick CPQ!”

About NetMotion Wireless

NetMotion Wireless develops Enterprise Mobility Management (EMM) software for organizations with mission-critical mobile workforces. The company’s products are used by millions of people worldwide and address the unique challenges created by these workforces by providing the security, visibility, and control that IT departments demand; while minimizing the connectivity challenges faced in the field so mobile workers can be more productive. Thousands of enterprises around the world are using NetMotion products to keep millions of mobile workers connected to applications.

“Configuration errors are now almost nonexistent due to the rules put in place by SteelBrick’s product configuration engine.”



Adam Gerlinger
Director of Sales Operations
Nimble Storage

Nimble Storage Increases Speed and Accuracy of Sales Quotes and Orders with SteelBrick CPQ

Challenge: Old quoting systems couldn’t keep up with the growth in products

Nimble Storage has grown since its beginnings in 2008, and with that growth has come an increase in products, now totaling more than 600 line items. Prolific output can be a good thing for a company, but the existing quoting solution at Nimble Storage couldn’t keep up with the need for quick releases.

Adam Gerlinger, Director of Sales Operations at Nimble Storage, is responsible for the overall effectiveness and productivity of the company’s sales teams. He administers and optimizes all sales processes, tools, and training. With a large sales team spread throughout North America, Europe, Asia, and Australia, Nimble Storage was relying on a complex and difficult-to-manage spreadsheet-based quoting and sales order system that quickly became unwieldy for reps. The quoting process was in need of an overhaul. *“It’s all about scale. We needed to be prepared,”* said Gerlinger.

Solution: CPQ that is easy to use, install and administer

Nimble Storage needed an affordable quoting tool that was seamless with its Salesforce CRM platform to streamline the quoting process and also provide flawless data reporting. They found the perfect tool in SteelBrick CPQ.

According to Gerlinger, *“Our leaders had some*

experience with sub-par quoting solutions, so we were discriminating in our research. Not only was SteelBrick the best solution, we were surprised to find out that their startup costs were much lower than some of the other solutions on the market.”

Benefits:

SteelBrick CPQ provided many benefits to Nimble Storage, including:

Easy Installation and Admin

Most of Nimble Storage’s data was already in Salesforce, so installing and getting up to speed on SteelBrick CPQ was quick and easy. This allowed the company to avoid hiring expensive outside resources, such as consultants and implementation experts.

Training was extremely easy, too. Because of native integration with Salesforce, and the intuitive and straightforward user interface in SteelBrick CPQ, Nimble Storage was able to train their entire team using a two-hour WebEx session, supplemented by optional one-hour coaching sessions twice a week for a month. First-time user Ruchika Chopra, Sales Operations Manager, was really impressed and learned to manage the program for Nimble Storage’s Quote-to-Cash and New Product Introduction processes in just days. Now, all new hires are briefed quickly and easily as part of their onboarding process.

“Creating quotes is now a breeze compared to the tedious spreadsheet mechanics reps struggled with before SteelBrick, said Chopra. “Other quoting tools I’ve used require technical expertise around program



languages and configuration rules. But by my second or third week at Nimble Storage, I was easily configuring products using SteelBrick CPQ.”

More Accurate Quoting

For Nimble Storage, quoting hasn’t just gotten faster and easier, it’s also gotten more accurate. Before SteelBrick CPQ, one in every five quotes created manually contained errors in pricing, configuration, or account information. With SteelBrick CPQ, the accuracy of product configuration options in quotes rose to nearly 100 percent at Nimble Storage, even as reps created multiple quotes.

According to Gerlinger, “Configuration errors are now almost nonexistent due to the rules put in place by SteelBrick’s product configuration engine.”

Streamlined Quoting Process and Foolproof Conversion

Prior to using SteelBrick CPQ, transitioning quotes to sales orders required a complex set of manual steps. First, sales reps would generate quotes with a spreadsheet-based tool on their local drives, then switch to another tab and attempt to create sales orders by duplicating the data. The order-entry administrators then had to copy and paste the data from each field into the ERP system, validate the information against Salesforce product and pricing data, and finally, close out the information. All of that keying dramatically increased the chance of errors, which meant that reps had to keep their eyes on spreadsheet, CRM, and ERP data.

Now, using SteelBrick CPQ, reps create quotes

seamlessly, quickly, and even remotely with zero fear of data-entry snafus, processing errors, or missed pricing updates. Plus, the complaints that managers had been accustomed to hearing about the cumbersome quoting process have totally disappeared.

“SteelBrick CPQ eliminated all of our dual processes. Now that quoting is tied directly to Salesforce, our quoting tool is always automatically in sync with our verified numbers,” said Gerlinger.

Time Savings Through Automation

The business development benefits of SteelBrick CPQ are invaluable to Nimble Storage. Using a quoting tool that works in perfect harmony with Salesforce not only streamlines customer quotes, but also automates discounting and forecasting, and enhances visibility into sales rep behaviors. Nimble Storage can now easily see the specific products and packages that reps offer customers, and which solutions are most successful.

What’s more, SteelBrick CPQ has allowed Nimble Storage reps the freedom to quote on-the-fly. Rather than being tethered to their computers to create and email quotes, reps can now access the system using their mobile devices. This streamlines the approval process for managers, and allows them to submit sales orders to the ERP system electronically.

Gerlinger notes that *“for our admins, the order entry process has decreased from roughly twenty minutes to as little as two minutes per quote.”*

About Nimble Storage

The mission of Nimble Storage is to give its customers the most efficient storage platform on the market. Since launching its first flash-optimized storage products in 2010, over 2,000 customers have benefitted from Nimble Storage’s award-winning products, integrated data protection, and world-class support. Its unique, hybrid storage systems integrate the exceptional performance of flash with the favorable economics of high-capacity hard disk drives. This hybrid solution provides adaptive performance and scalable capacity for storing and protecting today’s critical business applications.



"With SteelBrick we know that customers get the right invoices at the right time. We receive payments faster and don't have any delays on our projects."



Eduard Grama
Projects and Payments Manager
blur Group

blur Group Scales Their Business with SteelBrick Billing

Challenge: Fast Growth and Complex Orders Create a Billing Bottleneck

blur Group, a global cloud platform for the multi-trillion dollar enterprise class business services market, has grown tremendously since going public in 2012. A big growth area for blur has been their services commerce offerings. Also called "s-commerce" this refers to new online retail models or marketing strategies that incorporate established social networks and/or peer-to-peer communication to drive sales. It is a new, complex field and, one that blur is focused on with the aim of replicating the experience that shoppers have grown to expect through Amazon and ebay in the world of business services.

For blur, this rapid growth has created a large volume of projects and invoices. Eduard Grama, blur Group's Projects and Payments Manager, felt the growth pains and began looking for a billing system that could simplify their processes. He needed a solution that had the ability to handle blur's complex orders, as well as a billing system that was easily customizable and able to integrate with other business tools and platforms.

Solution: SteelBrick Billing - Flexible, Accurate, and Scalable

Not only was blur looking for a solution that could simplify their billing process, they were also looking for flexibility and accuracy. One requirement was the ability to scale to fit the company's needs as they continue to grow. SteelBrick Billing is that solution - flexible, accurate and scalable.

"With SteelBrick, we know that customers get the right

invoices at the right time," said Grama. "We receive payments faster and don't have any delays on our projects."

Benefits:

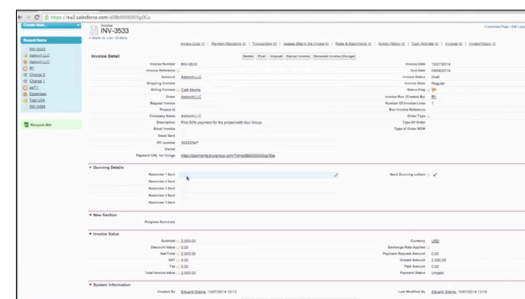
SteelBrick completely transformed the billing process for blur. Here are some of the benefits they saw:

Fast Implementation

blur was able to implement SteelBrick Billing quickly and easily, enabling blur to rapidly experience the benefits of their billing solution. While some billing providers lead customers through long, complicated implementations, SteelBrick implementation was fast and stress-free.

For blur, the SteelBrick implementation process took about two months, start to finish.

"When we launched SteelBrick Billing we had no problems, no bugs and no errors. We were able to launch and it was fully functional from the very beginning," said Grama.



SteelBrick Billing enables blur Group to create invoices directly in Salesforce



Ease of Use

With SteelBrick Billing, blur is able to invoice and bill with ease. They have the options they need to build statements of work and invoices, as well as send these and reminders to customers. SteelBrick allows blur to stay on top of the billing process and have more time to focus on other aspects of their business. Instead of spending hours managing billing, as they had done in the past, they can complete billing tasks with a few clicks.

"SteelBrick Billing is very fast – we are able to create and send invoices at a moment's notice," said Grama.

An Evolving Partnership

As blur continues its rapid business growth, SteelBrick has continued to work with blur to develop additional systems to help with their business needs.

"I would definitely say we are happy with SteelBrick Billing and all the services provided," said Grama. *"I am sure we will keep on working together for many years to come."*

About blur Group

blur Group's Enterprise Services Platform eliminates the waste and inefficiency inherent with purchasing business services. Its unique Cloud software and managed service solves today's top procurement challenges - Tail spend control, supplier relationship management and ecosystem development. Leading multi-nationals including GE, Solvay, Argos and Danone trust blur's global marketplace of 65,000 vetted service providers to buy everything from marketing to technology and professional services.



"It used to take 30-45 minutes for a basic quote, and now it takes just 5-10 minutes. SteelBrick CPQ is a huge time saver for all of our teams around the world."



Avril Kirwan
Global Project Manager (Salesforce)
Domino Printing Sciences

SteelBrick Delivers CPQ on a Global Scale

Challenge: Simplify quoting

Domino Printing Sciences develops and manufactures printing technologies for coding, marking and printing variable data onto a vast range of substrates in a variety of market sectors. Although they used Salesforce to track and manage opportunities, their quoting system was external and relied on Excel price sheets that required constant maintenance and updates.

Domino's North American team had successfully implemented SteelBrick CPQ (Configure Price Quote) software and had been using it for two years. When the global team led by Avril Kirwan, Global Project Manager for Salesforce, set out to address their quoting and pricing challenges globally, they decided to implement the same SteelBrick CPQ solution across all regions.

Solution: Implement CPQ on a Global Scale

As a global company, Domino faced some unique challenges when implementing a company-wide CPQ solution. Starting in Europe, they began implementing SteelBrick CPQ in Netherlands, Belgium, France, Germany, Spain, the United Kingdom, and Portugal. Kirwan's team agreed to use the North American template, but quickly discovered that the template didn't necessarily suit the unique needs of each country. The Domino team worked with SteelBrick to create a template that provided the same look and feel when they received a Domino quote, wherever they were located. In the future, Domino plans to continue expanding their use of SteelBrick CPQ across their other locations throughout the world.

Benefits:

SteelBrick CPQ provided many benefits to Domino, including:

Ease of Use

For Domino Printing Sciences, the most important criteria in selecting a CPQ solution was ease of use. With SteelBrick CPQ, the sales teams are able to configure and quote their products with ease, and create a quote or proposal with minimal clicks. They are also able to store all of their quoting documents and data in Salesforce, allowing sales operation staff to easily analyze and create reports based on the quotes sent.

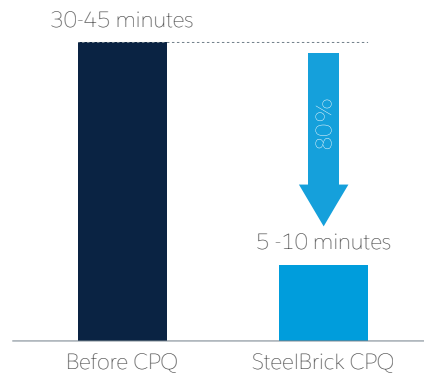
In addition, the sales team are delighted that they are able to quote from anywhere at any time, no matter where in the world they may be traveling. All they need is an internet connection, and they are able to generate quotes and proposals in just a few minutes.

"My favorite thing about SteelBrick CPQ is the ease of use," said Kirwan. "We try to make configuring and quoting as easy as possible for our account managers, and it is great that they are able to quote on the go."

A huge time saver

Quoting used to be a very time consuming process, regardless of whether they were quoting complex solutions, or just creating basic quotes.

"It used to take 30-45 minutes for a basic quote, and now it takes just 5-10 minutes," said Kirwan. "SteelBrick CPQ is a huge time saver for all of our teams around the world."



Time Savings with SteelBrick

A partner that's in tune with Domino's needs

When Domino needed expanded product enhancements, SteelBrick was able to deliver, helping the Domino team to further improve their sales process. This ability to be responsive to Domino's needs accelerated adoption within the Domino team.

"When we've had the need for enhancements, the SteelBrick team has been on the ball right away, putting our requirements onto their roadmap and releasing updates to deliver them," said Kirwan. "The Customer Success Team has been very helpful to work with. I look forward to continue working together!"

About Domino Printing Sciences

Domino has grown strongly over the last 30 years to become a leading global supplier of coding solutions utilising a full range of products and technologies. Through our extensive worldwide network Domino provides their customers with reliable, innovative and cost effective solutions and enjoys an outstanding reputation for service and support.

