Toolkit: RFP for Configure, Price and Quote Applications

Published 23 October 2017 - ID G00342074 - 5 min read

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Supporting Key Initiative is Customer Relationship Management and Customer Experience

Configure, price and quote application suites automate quoting and order capture. This Toolkit is a starting point for application leaders who need to evaluate CPQ vendors.

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When to Use

Application leaders should use this Toolkit to manage the initial assessment of the capabilities of configure, price and quote (CPQ) application vendors. It is an opening step toward deeper product evaluations and, in particular, an extensive, customized product demonstration.

CPQ application suites enable sales organizations to automate and optimize the creation of quotes and capture of orders. These solutions are applicable to both B2B and B2C business models when either the product or the sales process is significantly complex.

CPQ is part of the larger quote-to-cash business process. Some vendors are building or acquiring CPQ, contract life cycle management, sales performance management, order orchestration, price optimization, and billing capabilities to offer a one-stop solution for the entire process.

Leading CPQ solutions support the creation of quotes and capturing of orders across multiple channels of customer interaction (such as direct sales, contact centers, point of sales, resellers and self-service).

Application leaders should customize these documents to ensure the requirements match the specific needs of their organization.

Downloadable Attachments

342074_cpq_rfp_vendor_template.docx

Attachment 1: Sample RFP for CPQ applications vendor template

342074_cpq_rfp_vendor_response.xlsx

Attachment 2: RFP for CPQ applications vendor response

342074_cpq_rfp_response_summ.xlsx

Attachment 3: RFP for CPQ applications vendor response summary

Directions for Use

Attachment 1: Sample RFP for CPQ Applications Vendor Template

This modifiable Word template is what your organization will need to complete first. Once completed, the document will contain information about your organization, details about the project and its objectives, instructions to the vendor, and the solution's general and technical requirements. The completed document will provide vendors with the information to determine whether they can provide a solution and a successful implementation that meets your requirements.

With this information, a vendor can determine whether it should respond to the requesting organization, and what is required to complete the vendor questionnaire.

The document will be sent to all vendors on an organization's shortlist, and must be accompanied by the RFP for CPQ Applications Vendor Response document (cpq_rfp_vendor_response.xlsx). These two documents (attachments 1 and 2) must be sent to the vendors at the same time, because they provide the information needed to complete the RFP, and the information you are asking them to deliver.

Attachment 2: RFP for CPQ Applications Vendor Response

This modifiable Excel spreadsheet contains a list of functional requirements. Vendor instructions are included in both the RFP template and the questionnaire. Your organization should add, delete or modify the criteria based on the needs of your organization, or as determined by local regulations (such as for government organizations).

In each of the major criteria categories, we have included two lines of user-definable criteria, but you can add more as needed.

Organizations should modify the weightings on the summary page to reflect their needs. These weightings must add up to 100%. This will provide an overall standardized average score for the vendor.

We recommended following these steps to modify the questionnaire:

- The first two tabs do not require modification.

- Modify the **Questionnaire** tab to reflect your organization's requirements. You can add lines (beyond the two provided) for criteria in any section by inserting full rows in the middle of the section. If you do not need to use all of the rows provided, delete them. This will ensure accurate calculations.

- The criteria categories and criteria provided in the document are only samples. You can change or delete the criteria and descriptions as necessary.

- Ensure that all criteria category sections contain at least one entry, and that all lines have completed criteria and descriptions.

- No line should be blank or contain the words "user-definable criteria."

- Ensure that all modifications are correct by entering all zeros (0) and by checking that the standardized score is zero. Then enter all fours (4s) as scores. The standardized score should equal five (5).

- Vendors should enter only the values 0, 1, 2, 3 or 4 as responses.

Attachment 3: RFP for CPQ Applications Vendor Response Summary

This Excel spreadsheet should be modified after Attachment 2 has been modified, and before the RFP and vendor questionnaire are sent to vendors. The modifications are to ensure that the last two tabs of the file match the vendor questionnaire being sent to the vendors.

We recommend these steps to modify this attachment:

1. Enter the vendor names into the column headings on the **Vendor Questionnaire Summary** tab. These will automatically carry over to the **Vendor Summary** tab.

2. Copy any changes to the categories and criteria from the **Questionnaire** tab of the RFP Questionnaire to the **Vendor Questionnaire Summary** tab. Category changes will automatically carry over to the **Vendor Summary** tab.

3. Modify the **Vendor Summary** tab to reflect the criteria weights for your company.

4. Once all vendor responses have been returned and reviewed, cut and paste the vendor scores into the **Vendor Questionnaire Summary** tab.

Ensure that all scores match the questionnaire of each vendor. Once this is completed, you will have a side-by-side comparison of each vendor.

Evidence

This Toolkit is based on Gartner primary research and inquiries with Gartner clients.

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Recommended by the Author

Best Practices for a Successful Configure, Price and Quote Implementation (https://www.gartner.com/document/code/318471?ref=ggrec&refval=3818263)

Innovation Insight for Visual Configuration (https://www.gartner.com/document/code/326234?ref=ggrec&refval=3818263)

Market Guide for B2B Price Optimization and Management Software (https://www.gartner.com/document/code/274957?ref=ggrec&refval=3818263)

Hype Cycle for CRM Sales, 2017 (https://www.gartner.com/document/code/313776?ref=ggrec&refval=3818263)

Recommended For You

Toolkit: RFP for Live Chat (https://www.gartner.com/document/3823463?ref=ddrec&refval=3818263)

Toolkit: Master RFP Template and Sample Content for Business, Digital, Cloud and IT Services (https://www.gartner.com/document/3681043?ref=ddrec&refval=3818263)

Toolkit: Sales Force Automation RFP (https://www.gartner.com/document/3746419?ref=ddrec&refval=3818263)

RFP Toolkit: Social Media Engagement Applications for CRM Customer Service (https://www.gartner.com/document/3644017?ref=ddrec&refval=3818263)

Toolkit: RFP for B2B Price Optimization and Management Solutions (https://www.gartner.com/document/3870006?ref=ddrec&refval=3818263)