# HANSEN
## POWER THE NEXT.™

# PRODUCT BRIEF

## Hansen**CPQ**™

### *Escape from quote-to-cash confusion to capture revenue from a new generation of digital services.*

Many service providers are locked into sales and service silos that reflect their historic offerings and channels. Today's CSPs, exploring new markets enabled by 5G and virtualized networks, need agility in what they offer across all sales channels – and digital channels in particular.

**Hansen CPQ** is the omni-channel quote and order capture application of the Hansen Create-Deliver-Engage Suite that defines how your business sells, increasing the speed and accuracy of sales quotes and orders with an immediate effect on sales efficiency, business agility and customer satisfaction.

**CREATE**

**DELIVER**

**ENGAGE**

### True Omni-Channel
Hansen CPQ abstracts products from underlying sales channels, allowing customers and CSRs to move easily between digital, mobile, physical and other channels with a single consistent definition of the product and with minimal management overhead.

### Complexity Made Configurable
Hansen Catalog underpins Hansen CPQ to break even sophisticated enterprise propositions down to manageable sub-components and tasks that can be referenced and re-assembled for configuration and quote. Hansen CPQ makes ordering multi-site VPNs as easy as ordering consumer mobile services.

### MACD Covered
It's one thing to order new services, but moving, adding, changing or deleting services for existing customers brings a whole set of challenges that most CPQ applications can't handle. Deployed in the cloud or on-premise, Hansen CPQ covers MACD right from the start for every type of customer, product and channel.
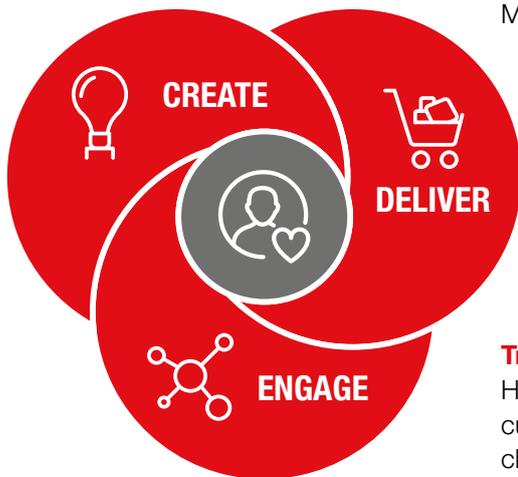
# HANSEN CPQ

Pre-integrated with the Hansen Catalog that defines the product portfolio, Hansen CPQ ensures consistency across the sales function and across all sales channels. Validated from the moment a quote is formed, Hansen CPQ minimizes costly order fallout and rework – good for the enterprise and the customer too.

Hansen CPQ works closely with supporting sales systems and processes, like Microsoft Dynamics 365, Salesforce and Oracle Siebel. CSRs, sales people and customers are guided through options which recognize product and service rules and the customer's existing service context, so incompatible elements are never offered.

| ERP / INVENTORIES | | CMDBs |
| AVAILABLE PRODUCTS & INVENTORY | CUSTOMER DETAILS | |
| FINANCIALS | CUSTOMER PRODUCT INVENTORY | INSTALLED BASE/SERVICE INSTANCE |
| | Hansen CPQ | |
| PRODUCT CONTRAINTS (RULES | CUSTOMER SERVICE INVENTORY / INSTALL | NCCMs |
| NETWORK STATUS | FULFILMENT FEASIBILITY | |

**COMMON COMMERCIAL / FUNCTIONAL / TECHNICAL CATALOG**

**Hansen CPQ in the Context of Sales Systems and Processes**

# BENEFITS

### Faster Order Turnaround
Working from pre-built and validated product and service components to configure the customer proposition, Hansen CPQ greatly improves order accuracy and turnaround speed, leading to a higher conversion rate of customer offers and superior cash flow.

### Customer Sales in Context
Recognizing the customer's existing service context – the services, devices and customer equipment that may already be installed and active - allows a more competitive and relevant customer proposition – a better sales experience for the customer, a more productive experience for the sales person and a higher rate of closure.

### Lower Cost of Sales
Working from catalog-defined and field-proven products, services and capabilities results in a more rapid order throughput, while minimal human intervention in the configuration process reduces order fallout and costly rework, cuts cost of delivery and cost of sale and drives up margins.

## How to Recognize Quote-to-Cash Confusion

- Are most of your sales still coming through the contact center?
- Are ineligible and incompatible products leading to order fallout and unhappy customers?
- Can customers start a quote on one channel and finish it on another?
- Are you maximizing the sales potential of new digital markets?

### Easy and Faster Integration
Hansen CPQ enables lower integration through its microservice-based architecture. Hansen CPQ can be integrated with all and any front-end order capture systems, and is viable with third-party catalog products. Hansen CPQ provides productized pre-integration connectors to work seamlessly within Salesforce and Microsoft Dynamics CRM.

salesforce

Microsoft Dynamics 365

# HansenCreate-Deliver-Engage™
## for Communications Services Providers

**HansenOM**™
Commercial and Technical Order Über-Orchestration and Fulfilment Management

**HansenPortfolio**™
Installed Product, Service and Resource Inventory Management

**HansenCCB**™
Convergent End-to-End Customer Care and Billing for CSPs

**HansenCPQ**™
Cross-Market / Omni-Channel Quote and Order Capture

**HansenCatalog**™
Commercial Product and Technical Service Catalog and Lifecycle Management

**HansenProvision**™
Network Service and Device Activation

## Guided Selling and Dynamic Pricing

Hansen CPQ is tailored precisely to your service provider business. Sales people and CSRs are guided through your sales process, their route dependent on the customer, product and commercial rules and constraints created by your business.

## Product and Offer Configuration

Hansen CPQ eliminates the duplication and confusion common in service management environments that adds to cost and undermines business agility. Within and driven from Hansen Catalog, products, bundles and offers are instead assembled from simple, pre-tested sub-components, greatly accelerating the sales process and reducing the possibility of order failure.

## Quote Validation

The final customer quote is validated to confirm that the order will not fail when executed, minimizing the likelihood of costly fails and customer dissatisfaction.

## Rules Enforcement and Contextual Awareness

Hansen CPQ intelligently recognizes rules and status information relevant to the customer – such as existing services and CPE, commercial bundling and cross-selling policy, and other factors which may influence the eligibility of services.

## Catalog-Driven
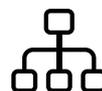
Hansen CPQ is driven by Hansen Catalog – a single source of product definitions, rules, pricing, promotions and other key product information - minimizing the possibility of conflict, inconsistency and failure.  While it integrates with other catalog applications, Hansen Catalog and Hansen CPQ together make the process of defining and implementing how your business will sell across all its channels faster and less costly.

# CONTROL THE SALES PROCESS ON EVERY CHANNEL ACROSS ALL MARKETS

Hansen CPQ within Salesforce and Supporting E-Commerce Deployment

## HANSEN CPQ: REALIZE A TRULY OMNI-CHANNEL SALES STRATEGY

**Digital markets advantage** – Smarter service management frees resources to invest in new service innovation and new market opportunities.

**Digital channels advantage** – Hansen CPQ is optimized for digital channels such as web shops and self-service portals, reducing high-cost reliance on the contact center.

**More contracts and long-term revenue** – Quicker and more accurate quotes lead to a higher sales conversion rate and increased revenue.

**Faster time-to-cash** – The immediate conversion of quote to delivery (driven through the same catalog) means minimal delay in order fulfillment – better for the customer and bringing cash into the business more quickly.

**A better ordering and service experience** – Fewer fails means happier customers, pushing up loyalty, lifetime value and NPS.

**Higher customer spend** – Automated catalog rules mean that cross-sell and upsell propositions can be made more intelligently and revenue per customer maximized.

## HANSEN
POWER THE NEXT.™

### Powered by Hansen

Viasat™ MultiChoice ENRICHING LIVES airtel

Get orange™ LIBERTY LATIN AMERICA vodafone SmarTone

Hansen Technologies (ASX: HSN) is a leading global provider of software and services to the energy, water and communications industries. With its award-winning software portfolio, Hansen helps over 620 clients from over 30 offices worldwide to create, deliver and engage with their customers, to manage and analyze customer data, and control critical revenue management and customer support processes.

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