

HANSEN FOR SALESFORCE

**SELL AND DELIVER DIGITAL SERVICES
WITH HANSEN AND SALESFORCE**

CRM+

Customers have high expectations of the companies they buy from. Seamless omnichannel sales experiences are expected by both consumers and enterprises, and commerce software needs to deliver this consistently and efficiently. CRM systems are a good place to start, but cannot deliver fully digitally-driven experiences **on their own.**

Today's buyers want products which are tailored directly to meet their requirements, available when and how they want – whether it is a consumer buying a new energy package or an enterprise creating complex communications solutions. Generalist CRM systems are unable to fully satisfy these needs.

Why not look for a solution to enable enterprise-grade commerce?

HANSEN FOR SALESFORCE



Hansen for Salesforce adds segment-specific functionality to Salesforce Sales Cloud, enabling enterprises to create seamless lead-to-cash and order-to-activation processes tailored specifically for the markets where they operate. Hansen's Create-Deliver-Engage Suite, which is pre-integrated with Salesforce CRM, powers consistent and efficient omnichannel sales in B2B and B2C environments and orchestrates order fulfillment – ensuring high levels of customer satisfaction from the outset.

PRECISE PRODUCT SELECTION

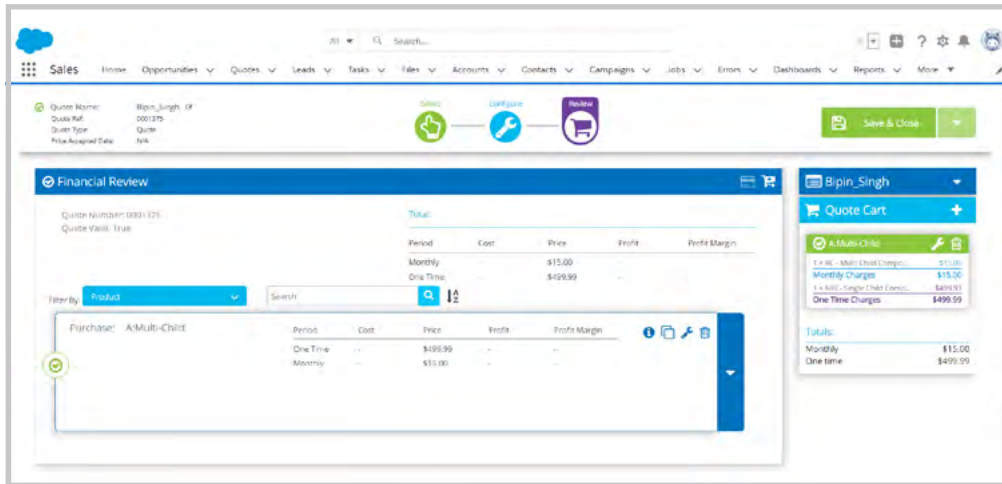
Ensuring eligibility, availability and serviceability, Hansen Catalog provides enterprise-class product configuration and lifecycle management capabilities. Hansen CPQ manages the product selection process within the Salesforce environment so customers and agents find the right offering as defined in Hansen Catalog in every interaction.

ACCURATE CONFIGURATION

Hansen CPQ ensures creates accurate and entirely digital configuration and pricing quotes in line with defined availability rules – which is key to preventing orders that cannot be fulfilled. Hansen Portfolio synchronises completed order data with Salesforce Sales Cloud for a complete customer sales record.

INNOVATION AGILITY

By taking a consistent approach to product data, Hansen Catalog enables enterprises to configure and launch products and services to market quickly and efficiently. Hansen CPQ then makes them available for sale, shortening time-to-revenue for new offers.



HansenCPQ in Salesforce

HANSEN FOR SALESFORCE

Enhances your CRM to enable digitally-driven omnichannel commerce experiences, tailored to support Energy & Utilities and Communications Service Providers.



HansenCreate-Deliver-Engage™

- Configuration and maintenance of product pricing, offers and eligibility rules
- Quote creation within Salesforce (new and existing) using a true omnichannel platform for customer self-service, reseller and retail channels
- Supports complex product and service combinations and configurations
- Browsing, product selection, financial review and approval of quotations
- Full visibility into your customers' current portfolio to enable effective cross-sell and upsell
- Submission of clean digital commercial orders for fully-automated fulfilment
- Comprehensive order fallout management

Control – A 'single point of truth' for product, service and resource data for better offer definition and product lifecycle management.

Omni-channel – Delivers a consistent sales experience however, wherever and whenever a customer wants to buy.

Time to revenue – Consumer and enterprise offers can be configured and offered for sale quickly and efficiently, generating revenue from new products and services – fast.

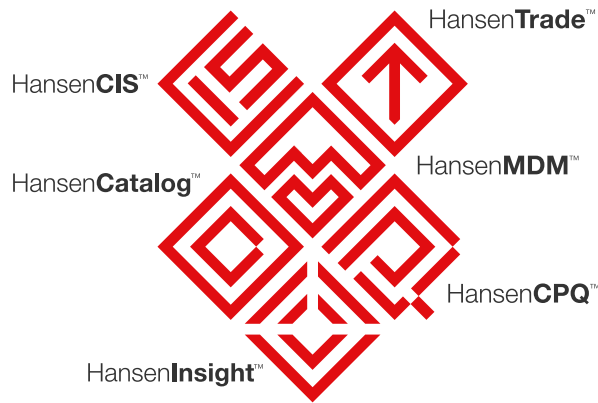
Quality – Creating clean digital orders reduces the likelihood of costly order fallout customer dissatisfaction.

Pre-integration – Hansen products are delivered with a productised pre-integration with Salesforce Sales Cloud so there's no need to spend resources on integration.

Cloud – Hansen products are deployed securely and reliably via the Cloud to accelerate implementation and reduce costs.

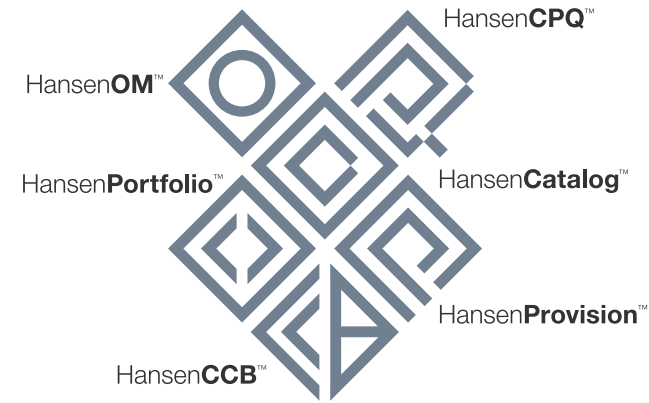
Hansen **Create-Deliver-Engage**™

Hansen for Salesforce in Energy & Utilities



A retail energy provider in Australia is using Hansen CPQ within Salesforce to deliver a digitally-driven customer experience. Hansen CPQ streamlines the quoting process for a complex product suite, managing thousands of offers with multiple variants based on commercial and technical criteria. It integrates with external systems to deliver accurate quotes based on data from external customer, address, meter and pricing systems. Hansen CPQ also offers a streamlined sign-up workflow, improving the lead-to-cash process within the context of Salesforce.

Hansen for Salesforce in Communications



An EMEA-based communications service provider is using Hansen CPQ within Salesforce as a cornerstone in its digital transformation, enabling consistent, omni-channel sales. Hansen CPQ is supporting the launch of new services enabled by next-gen infrastructure. Hansen CPQ is fully integrated with Salesforce as well as supporting self-service and reseller portals — with quotes across channels synchronized with Salesforce. Hansen CPQ is supported by Hansen Catalog and Hansen OM to offer a seamless create, sell and deliver process.

Energy Customers



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.



Communications Customers

