Configure, Price, Quote (CPQ)
Automate the sales-to-close process for accuracy, speed and compliance

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CONFIGURE, PRICE, QUOTE

APPTUS
INFOR CPQ
ORACLE CPQ
PROS SMART CPQ

SALESFORCE CPQ
SAP SALES CLOUD CPQ
VENDAVO

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

About This Constellation ShortList™
Configure, price, quote (CPQ) software automates the sales-to-close process. These tools make it possible to configure products and offerings, help improve the accuracy of quotes, assure compliance with discounting and margin policies, accelerate the internal deal review process and provide customers with detailed quotes far more quickly than manual processes allow. CPQ solutions connect finance, product and sales departments, linking product information and pricing policies with sales processes to generate and manage proposals. CPQ tools lighten the workload for salespeople and give customers better information faster. They also help to ensure pricing consistency and compliance with discount guidelines. CPQ tools can increase revenue through guided selling suggestions for complementary services or products. Some tools manage the contract process as well.

As the popularity of CPQ tools increases, so has the number of CPQ providers. Many CPQ vendors focus on specific industry sectors, such as manufacturing, retail, IT resellers, insurance and manufacturing. For the purposes of this list, we’ve focused on the vendors that provide CPQ capabilities across a broad range of industry sectors.

About Constellation Research
As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.
Depending on your type of business and top priorities, more specialized CPQ tools may be better suited to your requirements. In some cases, two CPQ tools integrated together may prove the best option. To read in more detail about key trends in CPQ as well as the wide range of vendors in this market, read Constellation’s Market Overview, “Configure, Price, Quote Tools Power Speed and Transparency.”

**Threshold Criteria**
Constellation considers the following criteria for these solutions:

- Ease of use, user interface
- Deal optimization/profitability modeling capabilities
- Integration into CRM systems
- Broad geographical reach for multilanguage/currency support
- Workflow management
- Guided selling
- Sales accessibility
- Analytics and role-based reporting
- Post-sales support and community

**The Constellation ShortList™**
Constellation evaluates over 20 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. Other considerations include whether a vendor has the broad geographical reach to support multicurrency/language considerations and manage the complexity around multiple lines of business to support growth.

- Apttus
- Infor CPQ
- Oracle CPQ
- PROS Smart CPQ
- Salesforce CPQ
- SAP Sales Cloud CPQ
- Vendavo

**Frequency of Evaluation**
Each Constellation ShortList will be updated once per year. There could be an update after six months, should the analyst deem it necessary.

**Evaluation Services**
Constellation clients can work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

**Business Themes**

Digital Marketing & Sales Effectiveness

To learn more:
Visit www.constellationr.com/ShortList or email shortlist@constellationr.com

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Nicole France focuses on digital marketing, sales effectiveness and customer experience. Her research examines the interrelationship between sales, marketing and customer engagement and how to make it work effectively. France evaluates the tools as well as the principles and practices that generate the best results in the real world. She has over 20 years of experience as both a technology analyst and marketer. She advises clients on the transformative adoption of technologies that affect customer engagement and drive growth.