



APTTUS

Why Apttus for Quote-to-Cash?

Top 10 Reasons Why Companies Choose Apttus

Improving the Quote-to-Cash process is a sure way to boost revenue, improve customer responsiveness and reduce risks. What makes Apttus the clear Quote-to-Cash choice for over 500,000 users is our comprehensive functionality, world-class cloud delivery and innovative usability – all built on the Salesforce1 platform.

Comprehensive Functionality

- Full Quote-to-Cash all inside Salesforce:** Apttus offers the world's only fully integrated solution for Configure Price Quote (CPQ), Contract Management and Revenue Management – all built on the Salesforce1 platform. A \$5B software provider estimates they are increasing revenue \$100M a year by using Apttus to eliminate manual sales workarounds, reduce rogue discounting with new deals, and identify more upsell and cross-sell opportunities during renewals.
- Insight and visibility into contracts:** Only Apttus provides detailed visibility into contracts throughout the Quote-to-Cash process, so customers can intelligently create orders, manage revenue and renew orders that adhere to agreed-upon terms and pricing. Before they started using Apttus, one high-tech manufacturer estimated that 20% of their contracts failed to include auto-increase clauses during the renewal process, costing them millions each year.
- Advanced Quote-to-Cash innovations:** Apttus frequently delivers innovations beyond standard CPQ and Contracts, including Deal Management, Quote-to-Cash Intelligence, E-Commerce and Dynamic CPQ. Within weeks of rolling out Apttus Deal Management to help rate deals in just 10% of their divisions, a \$5B security company saved \$2M, with a projected overall savings of \$10M each year.



World-Class Cloud Delivery

4. **Point-and-click modeling for business agility:** Built on Salesforce1, Apttus makes it easy for customers to support new business scenarios, such as new markets, product lines or channels. A \$1B technology company realized that legacy systems were too rigid to allow sales people to be effective and threatened to sabotage their growth goals. With Apttus, they can now meet their revenue targets by quickly rolling out new products and services to their sales channels.
5. **Trusted and secure:** Apttus is built on the world's most trusted and secure cloud platform – Salesforce1. The Salesforce1 platform meets the most international security standards in the world, including FISMA, SSAE 16 (formerly SAS 70), ISO 27001, PCI-DSS Level 1, Safe Harbor and TRUSTe standards. No Apttus customer has ever had any pricing, contractual or financial data compromised.
6. **Global reliability and scalability:** The Salesforce1 platform meets the needs of truly global companies, with support for over 30 languages and 160 currencies. Apttus is built on the most globally reliable and scalable cloud platform, managing over 1.5B transactions a day on 8 global data centers, with 99.9% uptime. Thanks to the global scalability of the platform, a \$15B services provider is using Apttus to process almost 15,000 quotes a month.
7. **Seamless upgrades:** Unlike many solution providers whose upgrades are equivalent to fresh implementations costing millions of dollars in services, Apttus makes it easy for customers to upgrade to the latest release. Hewlett-Packard was able to roll out Apttus to 30,000 users in just 4 months.

Innovative Usability

8. **Microsoft Office with enterprise controls:** Apttus X-Author makes it possible to efficiently manage the entire Quote-to-Cash process by just using Microsoft Office, while adhering to business rules and standards defined in Apttus. Apttus allows the Salesforce.com Legal team to define legal playbooks and manage contracts inside Microsoft Word, so contract managers and junior attorneys can leverage the experience and wisdom of Salesforce's most senior attorneys.
9. **Quote-to-Cash anywhere:** Because Apttus is built on the Salesforce1 platform, customers can use any device – smartphone, tablet, desktop browser or even offline use – to easily manage quotes, contracts and revenue. Larry Dunivan, the CIO of Ceridian, states, "We were extremely impressed with the ease-of-use of all Apttus applications, and the ability to complete quotes on the iPad was key to meeting our vision for increased sales productivity in the field."
10. **Advanced collaboration:** Apttus X-Author allows stakeholders to quickly resolve issues by using Salesforce Chatter inside Microsoft Office. A leading business publication and multimedia company is improving customer responsiveness by sharing RFP information for review, feedback and approval through Chatter embedded in Microsoft Office – with all interactions tracked in Salesforce.

For more information on why companies choose Apttus, [visit www.apttus.com/customers](http://www.apttus.com/customers).