



Salesforce CPQ Speeds Revenue-Critical Processes, 'Finds' \$5 Million in Revenue

Doble Engineering Co. is a Marlborough, Mass.-based manufacturer of advanced diagnostic equipment used by power companies to test high-voltage transmission systems and assets. Most customers do not buy the equipment and, instead, lease it and license the software (on a subscription model) required to use it. With its aging Siebel software reaching the end of its support window, and manual processes hurting revenue, Doble knew it was time to update and upgrade its CPQ capabilities.

Challenge

Doble had an extremely complex contract management environment. What's more, tracking the contract status of its equipment lessees and software licensees was a manual process. This critical limitation was making on-time renewals, extensions and changes nearly impossible. In fact, the company calculated that its inability to effectively manage contracts was costing \$5.5 million in "missing" revenue every year.

Solution

ForeFront utilized Salesforce CPQ to build an integrated customer lifecycle solution for Doble that provided a 360-degree view of its business, enabled efficient and effective contract management, automated the contract renewal process, simplified the change/amendment process, and provided license utilization data to drive additional software seat sales.

Results

The Salesforce CPQ solution delivered comprehensive visibility across all assets and contracts – and accelerated, simplified and automated revenue-critical processes. The result: More than \$5 million in recaptured revenue per year.

Testing equipment manufacturer says its ForeFront-built contract management solution is "the best IT investment we've ever made."



LEARN MORE

