



# FPX & ZILLIANT<sup>®</sup> ACCELERATE PROFITS AND SALES PRODUCTIVITY

WITH CPQ AND PRICE OPTIMIZATION

As B2B firms undertake digital transformation initiatives to better address the needs of modern buyers, they require solutions that optimize pricing, allow for complex product, service and solution configurations, and leverage these technologies to unlock customer-specific insights that are all too often stuck in back-office systems, spreadsheets, or tribal knowledge.

Together, **FPX** and **Zilliant** embed real-time sales and optimized pricing intelligence into the CPQ experience, allowing B2B companies to maximize the value of every transaction across all buying and selling channels.

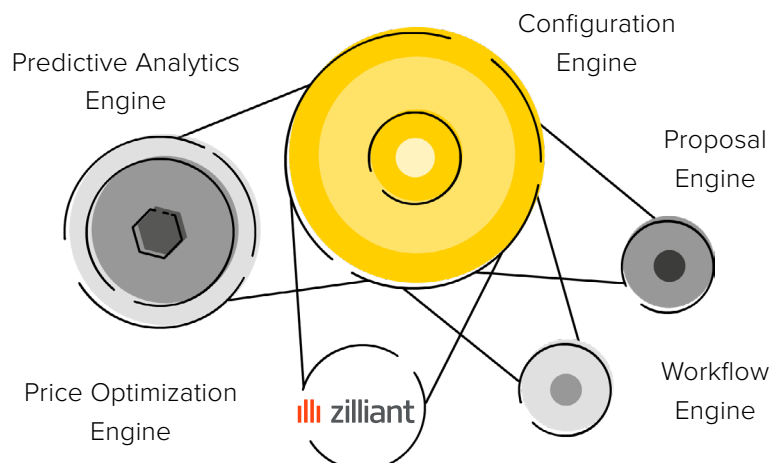
- Simplify complex quotes and orders by dynamically optimizing line-item pricing with order-level targets
- Dynamically deliver market-, value- and cost-aligned prices to ensure business objectives and customer expectations
- Increase sales confidence by providing pricing guidance based on a customer's unique profile
- Increase customer and deal profits without risking volume with prices based on price sensitivity models
- Improve the customer experience with consistent pricing delivered across all touchpoints including CPQ and ecommerce
- Accelerate quote turnaround time with real time approval guidance and more intelligent thresholds

## FPX CPQ SPECIALTY APPLICATION ENGINES

LEARN MORE AND  
REQUEST A DEMO BY  
CONTACTING US AT

[www.fpx.com](http://www.fpx.com)

[www.zilliant.com](http://www.zilliant.com)



WHY SHOULD  
YOU CARE  
ABOUT PRICING  
OPTIMIZATION FOR  
CPQ?

According to Forrester: "CPQ vendors have begun to enhance core products by injecting real-time analytics, machine learning, and intelligent recommendations into the sales process... Vendors that can successfully integrate or open up their solution to other enterprise applications will be able to more rapidly meet the needs of evolving sales organizations."

**With FPX CPQ,  
Leading Businesses Realize:**



**100%**  
Quote  
and Order  
Accuracy



**90%**  
Increase In  
Proposal  
Production



**52%**  
Quote  
Growth

*\* Figures derived from repeated FPX customer evaluations*

**SOME OF OUR  
CUSTOMERS:**



**AEROSPACE**

**AIRBUS**

**Bell Helicopter**



**AUTOMOTIVE**

**DAIMLER**



**FREIGHTLINER**



**HIGH TECH**

**FUJITSU**

**splunk**

**DOVER**

**HID**



**DISCRETE  
MANUFACTURING**

**Honeywell**



**Wayne  
FUELING SYSTEMS**

**ON ANY DEVICE**

**ACROSS ALL  
CHANNELS**



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