



Century

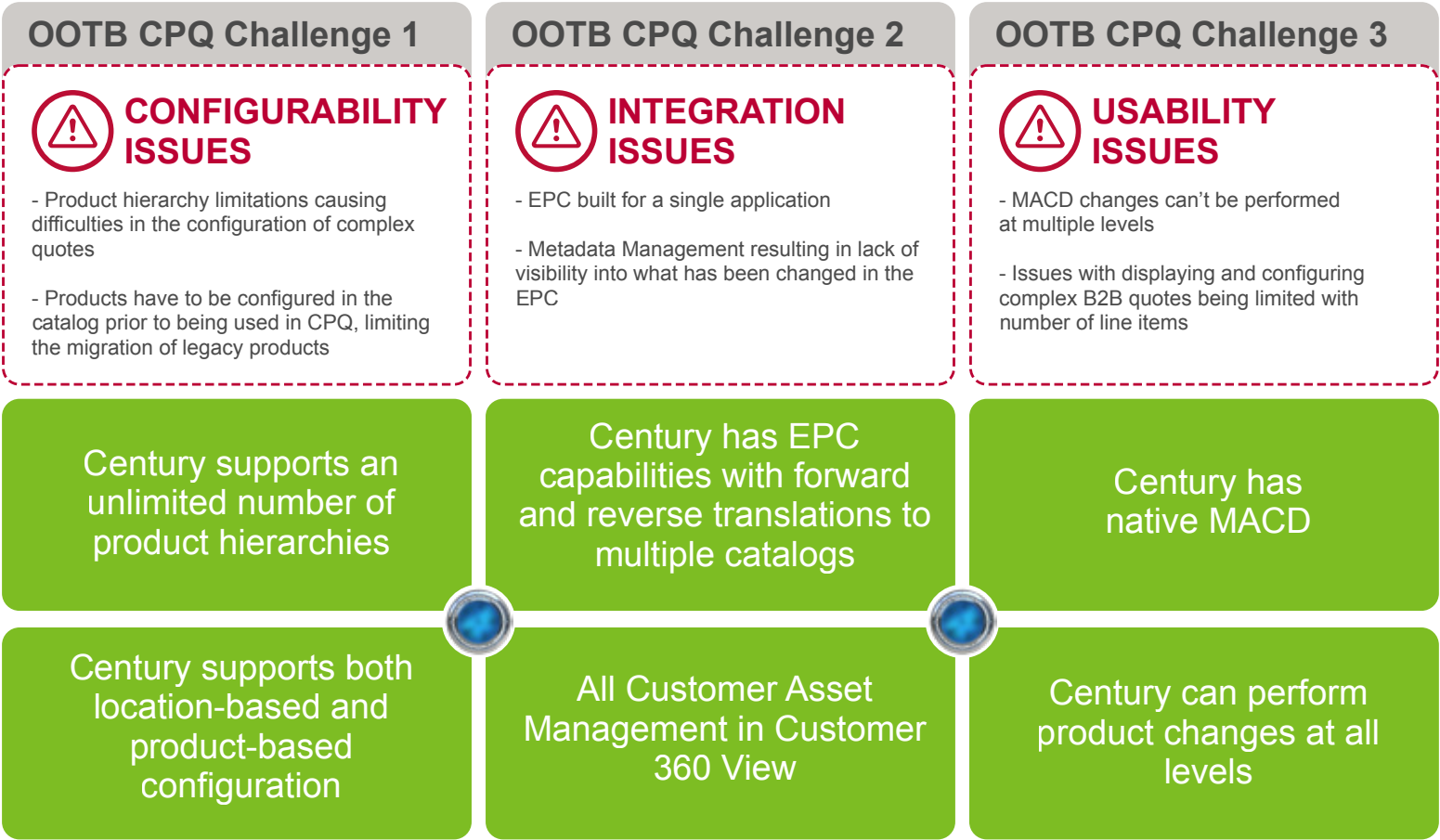
CPQ

Century CPQ is a core business application that fully automates the Configure-Price-Quote process for telecom service providers.

EXCELACOM

Century Solution for Key Challenges faced by Telecom Operators:

Century has been specifically designed to solve the challenges faced by large telecom operators in their B2B sales processes with enterprise and government customers.



Century CPQ Benefits

- Built by telecom experts to solve the most complex challenges in the B2B enterprise and government segments.
- Easily configure complex quotes with multiple products at multiple locations, in a user-friendly environment that guides sales users.
- Focused on business users to provide an efficient and easy to use application, reducing manual activities.
- AI empowered quoting process to minimize errors, increase sales conversion, and create a personalized experience for you customers.
- Native MACD support backed by comprehensive customer 360 view and asset management capabilities.
- Seamless integration with third-party systems by adhering TM Forum Open API recommendations, enabling plug and play architecture
- Catalog-driven application supporting the most complex telecom products, bundles, and their hierarchies.

Century CPQ is a core business application that fully automates the Configure-Price-Quote process. It facilitates sales managers in keeping track of prospects, accounts, and customers all in a single user-friendly environment. Century has been designed to be a robust, scalable, and high performing solution for the challenging needs of enterprise and government clients. With out-of-the-box support of complex telecom product models and sizable hierarchies, business users can create quotes with products in thousands of locations, all in a single quote.

Automation is a key component of Century CPQ, allowing for manual processes and errors to be reduced. With automation, service providers can send accurate proposals to their customers faster, allowing for an increase in sales conversion and more revenue.

Century CPQ APPROACH

 Focus on Complex Business Solutions

 Omnichannel

 Automation

 Precise Pricing

 Orchestration

 Collaboration

 Visualization

 Dashboards and Analytics

 Revenue Increase

 Accelerated Time-to-Market

AI-Enabled CPQ

Century CPQ has been integrated with a CoPilot to deliver telecom-specific AI use cases to further support business users during the sales process. A recommendation engine is available to assist with configuration, pricing, upsell, and cross-sell possibilities, tailored to specific customer profiles. With the AI-driven recommendations, service providers can ensure their proposals accurately match their customers' needs, while providing a personalized experience to increase customer satisfaction.

AI use cases include:

Quote creation: AI guided configuration throughout the quoting process.

Recommendations for configuration, pricing, and upsell or cross-sell opportunities to provide users with the best offer.

Omni-channel availability and Role-based user management to minimize resource utilization and error-prone manual processes.



Configure

Location and Product-Based Sales:

With Century CPQ, users can choose between location-based or product-based configuration methods. Location-based focuses on customers who need multiple products at multiple locations. With this method, users can easily configure all the products at one location, before moving to the others. Product-based configuration allows the service to be selected, then the location to be associated with the service. Based on the customer requirements, users can select which method is more convenient for quote creation.

Bulk Order:

Century CPQ allows easy configuration of complex quotes involving hundreds to thousands of locations, each with multiple products. These quotes can be achieved using the cloning functionality, which copies the configurations made at one location and pastes them to all the other locations. If updates need to be made on multiple locations, the bulk update feature can be utilized. This allows the configuration update on one location to be copied and applied to any other location that needs the same update.

Product Bundles:

Bundles comprising of telecom offering are natively supported in Century, allowing users to configure bundles with specific price plans. Products can be selected in a-la-carte format but if prebuild bundles exist, the system can automatically select the bundle when two or more of the bundled products are selected.

Product Rules:

To ensure an error-free quoting process, rules can be configured for each product. These rules can determine which products are made available to certain customer types, which features or options must be selected, and what promotions or discounts can be applied.

Order Summary:

Century CPQ features a cart which summarizes all the configuration options that the user has selected and calculates price in real-time. Users can see all configuration options and pricing, sorted by location in the cart, which updates every time a configuration change happens.

Price

Price Override:

Century CPQ allows users to override base prices of all products. This functionality serves to provide enhanced efficiency when a customer requests a unique discount. For orders with large quantities, customers may request special pricing and the price override functionality provides an easy method for users to adhere to the customer request.

Discounts and Promotions:

Both discounts and promotions can be configured in Century Catalog and automatically applied to specific products, features, devices, or other options. Users can also manually add or remove discounts or promotions.

Pricing Rules:

Rules for pricing can be configured in Century Catalog to determine how pricing will be applied to products and services. Users can apply determinant-based or conditional pricing to products. Price plans can be created through configuration and applied to all levels of the product hierarchy.

Quote

Complex Quotes:

Century CPQ allows for complex quotes for multiple products and sites in an efficient process, which focuses on the business user. The most complex offerings can be configured and bundled together for customers with hundreds to even thousands of sites.

Automated Marginal Analysis:

ROI and margin calculations are performed automatically and enhance the user's ability to negotiate pricing with the customer. Marginal analysis can be done at the individual site level or the entire quote level.

Quote Cloning:

Century CPQ enables efficient quote comparisons with the intuitive quote cloning feature. This allows users to duplicate an existing quote and easily modify specific details such as term length, to showcase various pricing options. This allows service providers to compare cost implications of different terms, such as 12 months vs 24 months, and showcase benefits of accepting longer term lengths.

Quote Versioning:

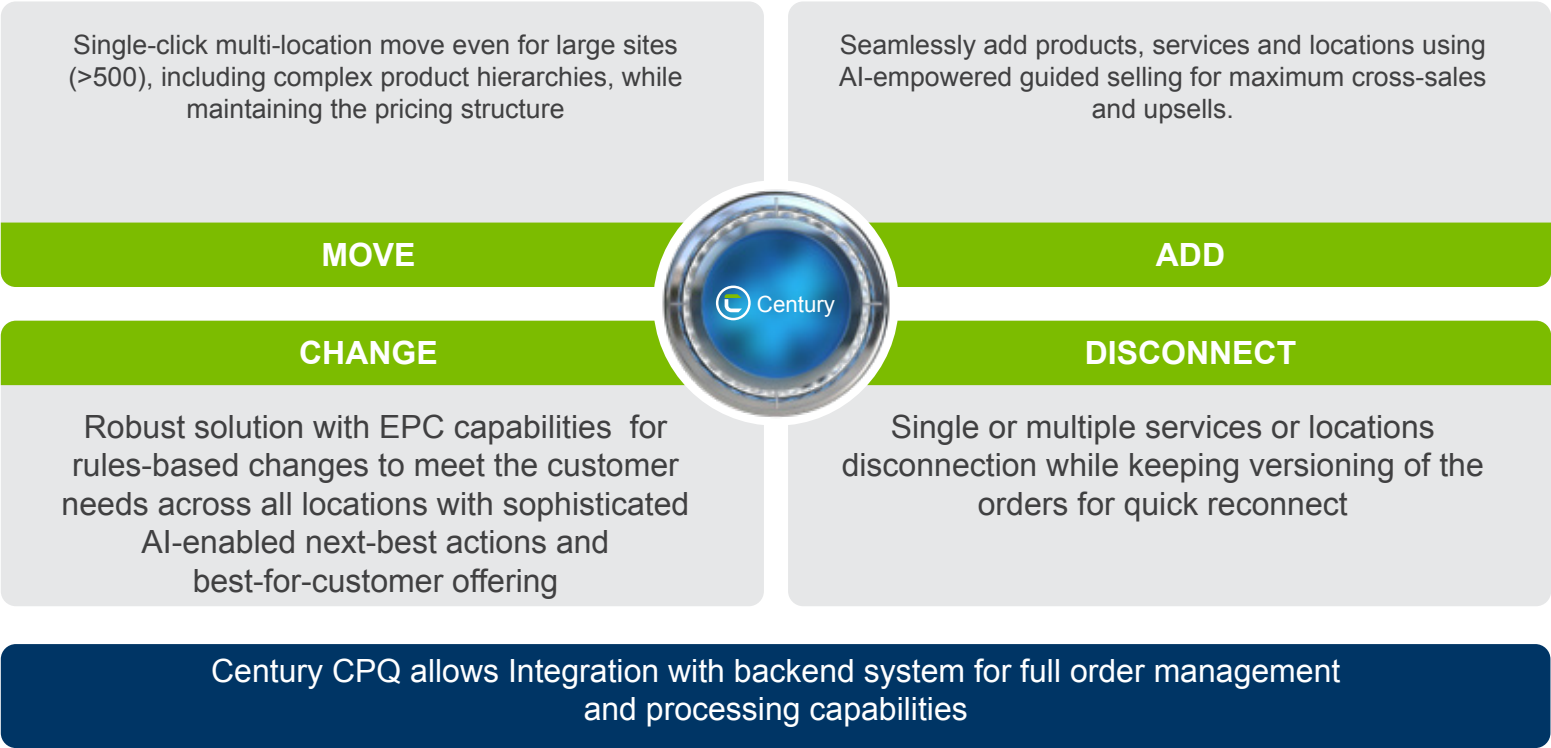
We ensure seamless management of your sales cycle through the robust quote versioning system. Each quote iteration is tracked, archived, and given a unique version number. Any modification of a quote will be tracked and given a new version, along with records of who made modifications. With quote versioning, complete transparency can be achieved during the sales journey.

MACD:

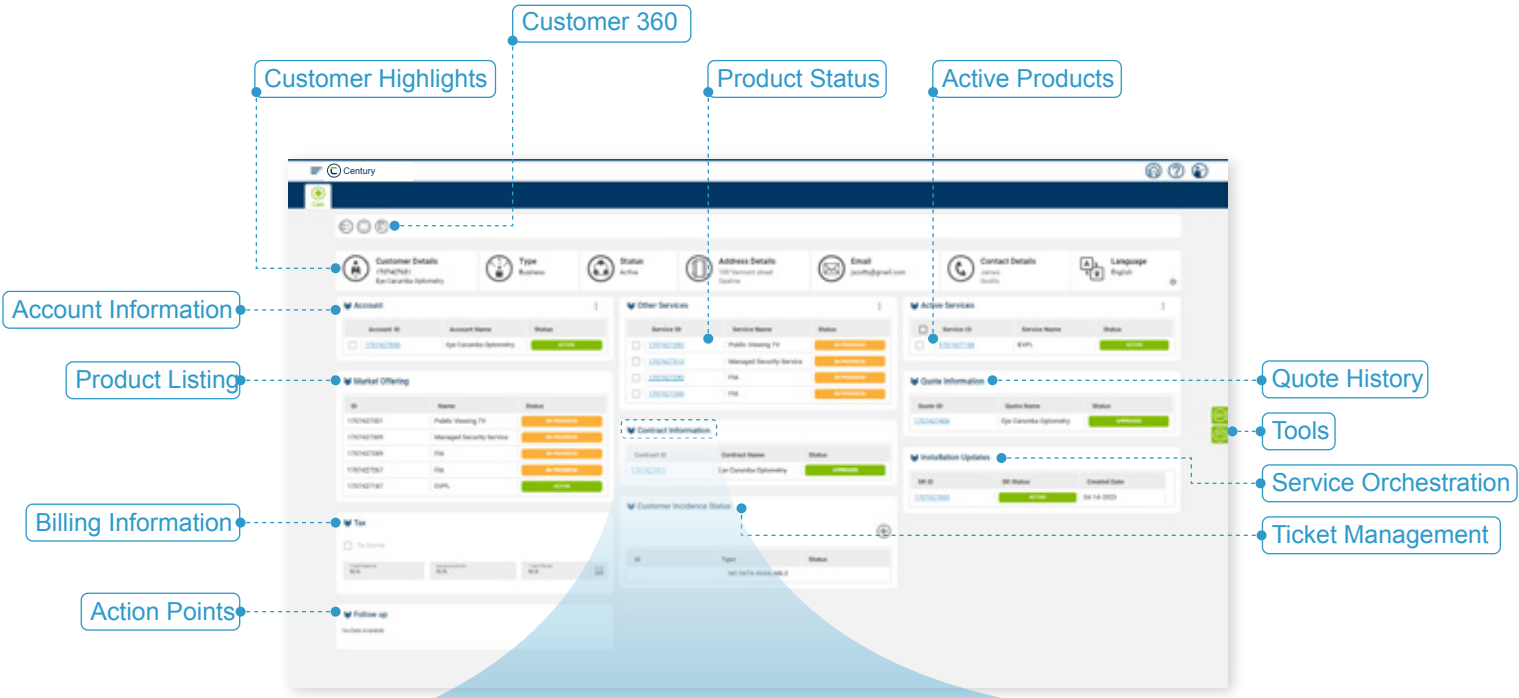
Century CPQ is established with comprehensive 360 view of customer data, allowing for MACD (Move, Add, Change, Disconnect) operations to be done effectively. With proper asset management, upstream and downstream systems can be synchronized when MACD operations are performed. Bad data ripple effects can be avoided, resulting in an error-free and efficient process.

75% of all orders revolve around MACD processes, frequently involving individual pricing structures and tailor-made product configurations

Excelacom study based on tier 1 operator figures



Century enables customer Assetization, which is the managing of customer information, such as assets. This management of assets is vital for telecom companies to be able to execute MACD operations. Century CPQ's asset management ensures accurate and efficient MACD order execution by tracking and managing assets by integrating seamlessly with Century.



Section details focusing on UX

| Market Offering | Service | Location | Quantity | Unit Price | Price |
|--------------------------|--------------------------|----------|----------|------------|-------|
| Public Viewing TV | Public Viewing TV | 100 | 100 | 100 | 100 |
| Managed Security Service | Managed Security Service | 100 | 100 | 100 | 100 |
| PSA | PSA | 100 | 100 | 100 | 100 |
| PSA | PSA | 100 | 100 | 100 | 100 |
| PSA | PSA | 100 | 100 | 100 | 100 |

Century Visual Order Designer

Century Visual Order Designer is an innovative and compact model-driven application that transforms the way telecom operators manage order and design processes. With its intuitive drag-and-drop service design and easy configuration capabilities, Century Visual Order Designer offers a seamless and efficient solution tailored to the needs of the telecom industry.

- Order Creation:** With a simple drag-and-drop interface, Century Visual Order Designer streamlines the order creation process, providing a smooth and intuitive experience for users.
- From form to Objects:** Switch between the traditional form-based approach and the advanced Visual Designer with ease. The toggle bar allows users to seamlessly transition between modes, ensuring flexibility and adaptability in the design process.
- Intuitive Interface:** Navigate through a range of products and tools using the left panel, while the top menu provides access to various templates or the option to build a new one from scratch. The intuitive interface makes it easy for users to find the tools they need and customize their design experience.
- Flexible Creation of Reusable Solutions:** Quickly build custom solutions by selecting and placing functional elements on the canvas. From routers and switches to managed services and more, Century Visual Order Designer offers a wide range of options to meet the unique needs of telecom operators.
- Automatic Form Generation:** As users work in the Visual Designer, the system automatically generates form-based orders in the backend. This ensures seamless integration and data consistency, reducing manual effort and improving accuracy for minimal order fallouts.
- Template Creation:** Save designs as templates for future use, eliminating the need to start from scratch each time. Templates can be easily accessed and reused from the Templates menu, saving time and increasing efficiency.
- Efficient Quote Generation:** Initiate the quote generation process with the press of a button. Century Visual Order Designer creates tailored quotes based on user configurations, complete with customer details, streamlining the quote-to-order process.
- Enhanced Sales Efficiency:** Century Visual Order Designer significantly reduces the time required to create new offerings. Predefined templates further streamline the process, empowering sales organizations to work more efficiently and effectively.

Benefits of Century Visual Order Designer

| | | | |
|-----------------------------|--|--|--------------------------------------|
| Reusable Objects and Shapes | Create custom elements and save them for future use, allowing for easy replication and customization. | Configure reusable components for increased productivity and reliability in service design. | Configurable and Reusable Components |
| Prebuilt Templates | Access predefined templates to accelerate service creation and easily adjust them to fit specific needs. | Choose from a variety of industry-specific icons, styles, and elements to create custom designs tailored to customer requirements. | Build Your Own Design |

Case Study

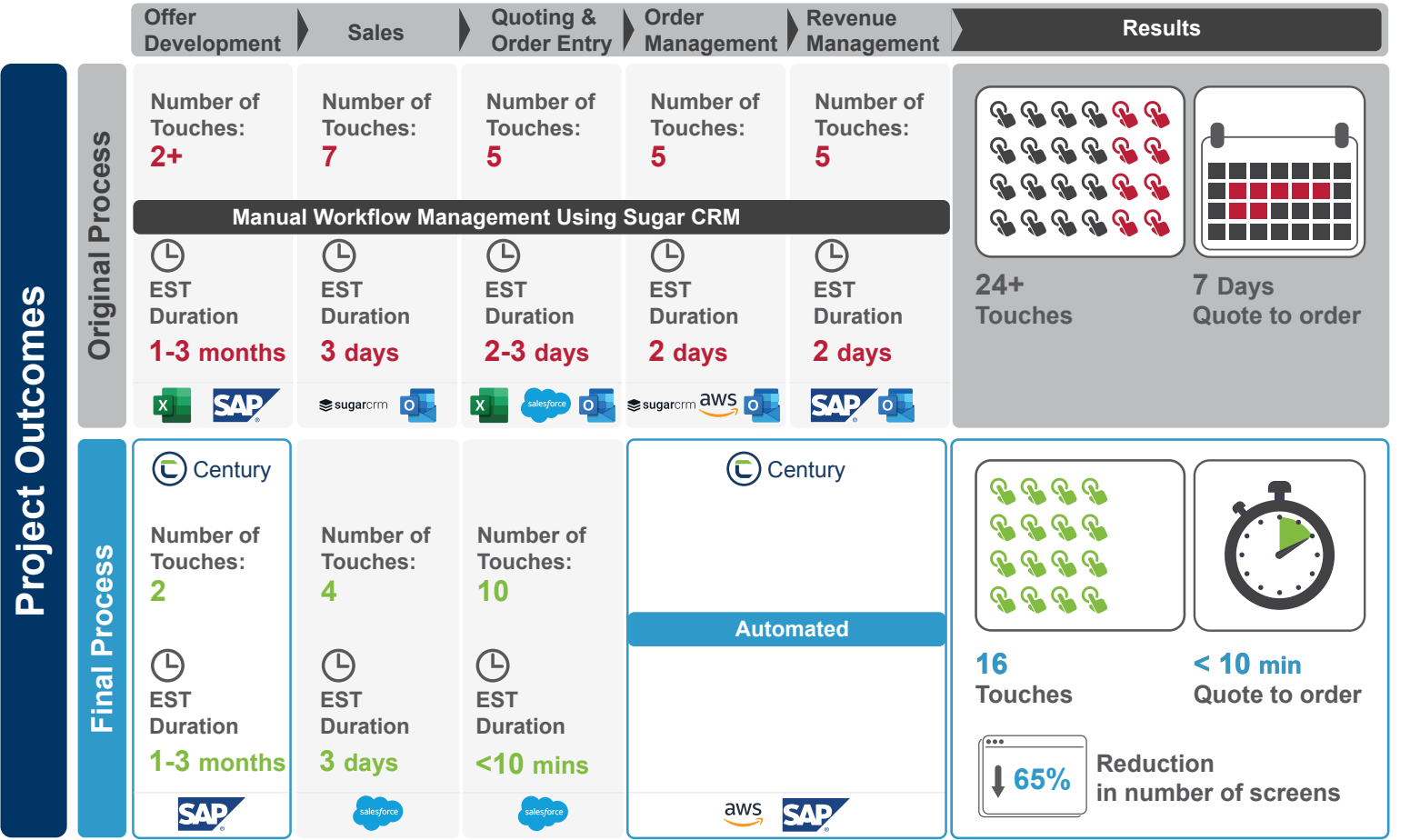
Excelacom collaborated with a direct wholesaler of telecommunications devices and equipment, that relied heavily on manual processes. Utilizing Microsoft Office and navigating scattered applications, divided into department silos, caused a lack of communication, and led to a time-consuming quote to order process.

Challenge: Our client faced significant challenges because of the excessive number of touchpoints and interactions throughout their systems. They used disjointed applications such as SugarCRM, SAP, and Microsoft Office, while conducting their work manually. They would send individual documents via mail for approval and communication with clients. To overcome these concerns, Excelacom approached all interactions holistically from the beginning, working our way through the entire journey to introduce automation.

Approach: Excelacom implemented Century CPQ for a quote-to-cash solution and partner sales functionality for offering unified communication products. The approach consisted of:

- Environment assessment: creation of a sound strategy and identification of projects to collect data and identify areas for improvement.
- End to end user journey: Provide a work environment that focuses on the services ecosystem, interaction channels, and customers.
- Address interactions holistically: To create a meaningful journey, we addressed every interaction.

Solution: Implementing Century CPQ and consolidating multiple applications, to automate their processes reduced a seven-day process to a ten-minute quote-to-order. After integrating Century CPQ to their order and revenue management systems, the number of screens were reduced by 65% and the number of touches were reduced from 22 to 16.



Excelacom is a Technology Solutions and Consulting Services company with a mission to tackle the most complex areas within telecom, often overlooked by firms focused on residential/retail business. At the core, the company solves clients' complex business, technology, and operational challenges, through a unique combination of industry expertise, integration capabilities and tailored products.

GET IN TOUCH

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Learn more about our company and offerings



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