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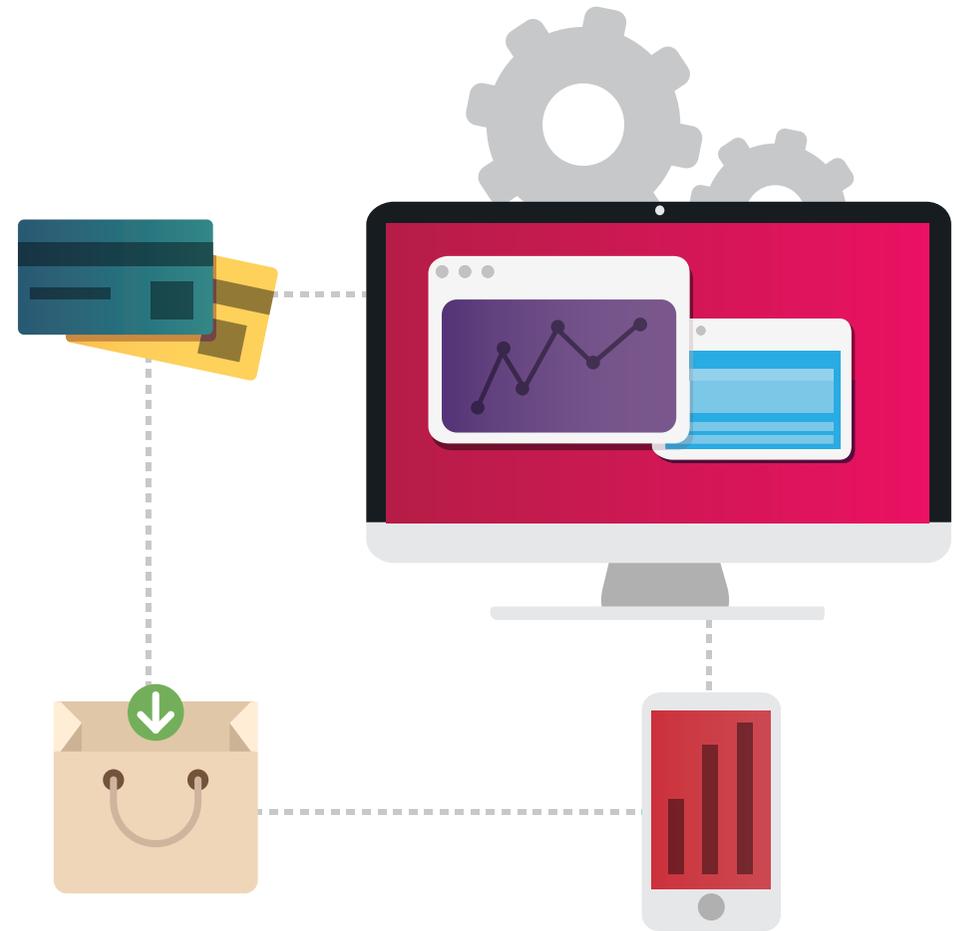
CONFIGURE, PRICE, QUOTE

Solution Study

Insights, Landscape, & Vendor Analysis

CONFIGURE, PRICE, QUOTE
Solution Study

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Executive Summary

DEMAND METRIC

Executive Summary

Effective Sales Enablement is a multi-stage process.

In our Sales Enablement Solutions Study Series, we examine each key stage of Sales Enablement, from initial marketing and sales alignment to the final deal close and revenue capture.

In this report, we focus on the critical sales function of **Configure, Price, Quote (CPQ)** to provide marketers with a comprehensive understanding of the CPQ landscape.

If your organization is considering CPQ software, currently using a CPQ system, or providing a CPQ product or service, this report will provide you with fresh insights on the technology, strategies, and vendor solutions.

This Solution Study covers:

What is Configure, Price, Quote?

Benefits of Configure, Price, Quote

CPQ Deployment Lifecycle

Vendor Selection Criteria

CPQ Solutions Landscape

Action Plan

What is Configure, Price, Quote?

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What is Configure, Price, Quote?

Demand Metric defines Configure, Price and Quote (CPQ) as:

> Comprising the strategies, processes, technologies, and tools that support the organization's ability to effectively configure products/services from a set of options, price a customized solution based on relevant internal and external factors, and provide a digitally generated quote for customer signature and payment.

As the name implies, Configure, Price, Quote (CPQ) solutions provide functionality to support complex sales transactions.

CPQ systems enable sales teams to custom design or configure a solution for a customer from different product sets, options, or piece parts; price the solution appropriately; and prepare a quote for the customer in a negotiated sales situation.

A typical CPQ system includes a design/configuration engine, pricing engine, and quoting system driven by business rules or constraints, supported by a proposal management system, and augmented by approval workflow systems.

FIGURE 1
Classic CPQ Solutions

Pricing Engine · Product Configurator · Approval Workflow Management · Proposal Management System · Classic CPQ Solutions · Quoting System

Primary industries that have heavily relied on CPQ systems include Manufacturing, Transportation, Telecom, High Tech, Healthcare, Retail, Insurance, and Financial Services.

Today, new solutions and cloud technology have enabled CPQ systems to be used by small and mid-size companies in various industries, including general Business Services, Real Estate, and Media/Publishing.

Modern CPQ systems have moved way beyond the classic model of "Configure, Price, Quote" to offer an array of advances, including:

- Product design & modeling tools to extend configuration choices
- Value pricing, modeling, & communication tools to enhance pricing
- ROI and TOC calculators to optimize quoting
- Contract management and guided selling to improve operations and sales performance

In short, these are not your father's CPQ systems! We will detail the range of standard, advanced, and specialized functions and features in the Vendor Selection Criteria section of this report.

FIGURE 2
Modern CPQ Solutions

eSignature Compatibility

Product Configurator, Pricing System & Quoting

Contract, Order, Proposal & Workflow Management

Quote-to-Cash Functionality

Modern CPQ Solutions

Product Modeling, Design & Catalogues

Guided Selling & Sales Playbooks

ROI/TCO Calculators

Value Pricing Tools

SALES ENABLEMENT
Roles Matrix

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ROLES	RESPONSIBILITIES	PROCESSES	TECHNOLOGY	CONTENT	METRICS
Senior Management	Revenue Accountability Staffing & Channel Management Reporting to CEO/Board	Budgeting & Planning Performance Reviews & QA Recruitment & Retention	CRM Business Intelligence MRM	Thought Leadership Blog Webinar Presentations Conference Keynotes	Revenue by Channel Customer Lifetime Value, NPS Return on Customer (ROC)
Product Management	New Product Development Create Sales Tools/Guides Messaging & Positioning	Product Launch Win/Loss Analysis Competitive Analysis	Product Mgmt. System Enterprise Feedback/Survey Content Management	Data Sheets, Whitepapers Case Studies/Testimonials Competitive Analysis	Market Share, Profitability Brand Equity Content Usage
Sales Operations	Build Reports & Dashboards Monitor Sales Productivity Data Management	Sales Forecasting Territory Management Sales Compensation	CRM Proposal/CPQ Sales Content Portal	Compensation Model TCO/ROI Calculators Sales Playbooks	% Quota Achieved Sales Cost/Revenue Ratio Incentive vs. Quota Ratio
Marketing Operations	Build Reports & Dashboards Marketing Systems Admin Data Management	Marketing Budget Campaign Analysis Lead Scoring & Nurturing	CRM & Marketing Automation Analytics & B.I. Asset Mgmt. & MRM	Buyer Personas Customer Journey Map Proposals, Presentations	Sales Qualified Leads Cost Per Lead (CPL) Cost of Acquisition (CAC)
Demand Generation	Lead Generation & Events Branding & Social Media Content Marketing	Advertising/Sponsorship Lead Generation & Appointments Tradeshows & Webinars	Marketing Automation/Email Digital Asset Management Event/Survey Management	How-To Guides Research Reports Webinars	Campaign ROI, Email Metrics Marketing Qualified Leads Contribution to Pipeline
Sales/Account Mgmt.	Customer Acquisition Customer Retention Up-sell/Cross Sell	Sales Process Opportunity Management Contact Management	CRM Proposal/CPQ Sales Content Portal	New Features/Ideas for R&D Objection Responses Sales Scripts	% Quota Achieved Renewal Rate, Revenue Opportunity Metrics
Human Resources	Staffing for Sales Enablement Sales Training Performance Management	Recruiting & Hiring New Rep Onboarding Performance & Firing	HRIS Learning Management System LinkedIn & Job Websites	Job Descriptions Quality Assurance/Coaching Sales Training Manual	Avg. Time to Achieve Quota % Unsuccessful Hires # CV/Resume Submissions
Customer Support	Customer Service/Support Identify Sales Opportunities Customer Insight/Feedback	Helpdesk (phone support) Email Support (case/ticket) Online Community Requests	Customer Support, Twitter CRM, Order Management Accounting/Billing/ERP	New Features/Ideas for R&D Support Scripts FAQs, SLA	Avg. Time to Resolution % Escalations to Tier 2 Net Promoter Score (NPS)

Benefits of CPQ

Benefits of CPQ

CPQ systems provide significant benefits to the organizations that employ them.

Benefits for Sales

On the frontlines, CPQ systems have multiple benefits for the sales organization, including:

- Faster sales cycles from lead to close

- Reduced sales complexity by giving reps pre-optimized solutions

- Reduced prospect decision time

- More opportunities to upsell products/services

- Faster responses to market & competitive pricing pressures

- Increased sales time by spending less time on proposal development

Benefits for Marketing

CPQ systems enable marketing teams to better enable sales with more accurate marketing materials and value-based sales tools. Key benefits of CPQ solutions for marketing include:

- Providing branded proposal documents and contracts

- Ensuring all marketing documents have accurate up-to-date pricing and product configuration information

- Developing customer-facing product catalogs

- Providing sales playbooks that increase win rates

- Providing value-based sales tools like value propositions, white papers, ROI/TOC calculators, and benefit estimators

Benefits to Channel Partners

CPQ systems allow companies to support, promote, and control the configuration and pricing through their distribution channels. This benefits the channel network by:

- Improving cross-channel visibility and management

- Enabling quick roll-outs of new products and pricing configurations locally and globally

- Streamlining channel order flow from lead to close

- Reducing errors by allowing users to centrally access, manage, and control offer and document content

- Tracking and measuring channel activity by product and price

- Protecting channel margins and preventing unauthorized discounting

Benefits for Marketing and Sales Operations

CPQ systems enable operations to reduce errors, protect margins, and effectively manage standardized contracts for profitability by:

- Reducing pricing and quoting errors through managing constraints and rules

- Formalizing change control processes

- Viewing and managing commissions in real-time

- Reducing risk and ensuring compliance

- Standardizing proposal management

- Building process efficiencies with workflow authorization and approval process

- Maintaining approved contract repository

CPQ Deployment Lifecycle

DEMAND METRIC

CPQ Deployment Lifecycle

Role in Sales Enablement

Demand Metric considers CPQ to be an integral part of Sales Enablement, as illustrated by our **Sales Enablement Roles Matrix** (page 8)**.**

As you will see in the Roles Matrix, CPQ products and services are associated with Sales Operations and Sales/Account Management, although many CPQ functions are used in collaboration with Marketing and Marketing Operations.

Core Components

Vendors across the CPQ Landscape fall into five tiers based on the features and functionality of their offerings:

- **Product Configurator –** Product configurator software can be as simple as controlling your existing inventory of products and parts for assembly or bundling or as complex as designing a new version of a product from scratch for a specific use case through design and modeling. Choose a vendor that matches the level of complexity for your product configuration needs.

- **Pricing Engine –** The pricing engine automatically prices the chosen configuration based on rules or constraints set by operations to maintain profits and margins. Pricing by combinations of customer category, product classification, sales channel, deal size, and volume are standard. When choosing a pricing engine, consider not only product inventories but channel and market needs. Make sure they can support all your sales channels and geo-market reach.

- **Quoting System –** Quotes should be delivered immediately, accurately, and with your company and/or channel partner brand embedded. Beyond that, consider vendors that offer Quote-to-Cash systems that automate each step of the process from pricing through negotiation, approval, contract signing, invoicing, and payment receipt, with tracking analytics and activity alerts.

- **Proposal Management –** Proposal management systems manage the proposal process from creation to customer delivery. A solid proposal system should offer pre-built templates for fast proposal creation with company/channel branding options. It should manage the proposal lifecycle via workflow authorization & approval systems, and integrate with an eSignature system for fast, accurate, and legal signature-to-close.

- **Contract and Order Management –** Contract management systems manage the contract and order process. Your contract management solution should include a searchable contract repository and authoring tools & templates. Choose a vendor that offers lifecycle management from creation through negotiation, approval, execution, auditing, reporting and renewal. Automatic alerts embedded at key stages in the process is a plus.

- **eSignatures –** eSignature systems enable customers to sign proposals and contracts from anywhere on any device. Beyond that basic functionality, eSignature vendors provide templates for document design, authentication functions, workflow management, reporting features, legal/industry compliance. Two vendors dominate this space: DocuSign and Adobe EchoSign. Most CPQ vendors integrate with one of these two vendors.

- **Business Rules and Constraints –** Business rules drive CPQ configuration and pricing engines. The sophistication of the business rules has historically determined the inherent capability of the CPQ functionality. In the drive toward ease of use and away from legacy ERP systems, today vendors are working to simplify the use of business rules. One option gaining ground is the use of simple constraints (or pre-defined limits) on choices to augment or replace traditional business rules.

- **Technology Infrastructure –** Most CPQ vendors today operate as SaaS applications, in the cloud, with support for the range of presentation devices, including mobile devices. A few also offer on premise options.

- **CRM/ERP Integration –** Ability to integrate with multiple leading CRM systems. Support integration with multiple CRM systems at one time. For example microsoft dynamics or salesforce.

Key Niche Functionality

- **Channel Management —** CPQ for channel management is about information dissemination and control for multi-tiered sales environments. Solid solutions include channel-level product & price configuration options, support for multiple price lists & currencies, offering multi-tier discounting, and providing product catalog and pricing information by channel and user role.

- **Value Pricing —** Value pricing systems enable sales reps to position themselves better in competitive selling situations. Standard value pricing options are ROI/TOC calculators. More advanced solutions offer value price modeling & value proposition tools (benefit estimators & justification tools).

- **Guided Selling —** Guided Selling systems help sales reps to quickly find the best configuration or bundle for each prospect. As the name implies, guided selling systems use the CPQ system augmented by searchable product catalogs to guide the rep to the products/services that are best suited for each customer.

- **Sales Playbooks —** Furthers the idea of guided selling by directing sales reps to the right product for a client through the use of collateral and presentations.

Vendor Company Considerations

- **Vendor Size and Maturity —** The size, maturity, and global reach of your CPQ vendor is an important consideration. Vendors, such as Cincom Acquire (owned by Cincom Inc.) and Big Machines (recently acquired by Oracle), can offer a product breadth other vendors cannot. FPX, founded in 1983, offers a high level of solution maturity and legacy system experience. Newcomers like Paperless Proposal and LeveragePoint offer advanced options for proposal management and value-based pricing.

- **Industry focus —** Vendors specialize in different industries. Make sure your vendor has experience in your industry.

- **Customer Size and Type —** As with industry focus, make sure the vendor has experience with your size of company.

Deployment Stages

A typical CPQ deployment lifecycle begins with the basic CPQ engine and advances as the organization expands in size, sales channels, and/or product/service complexity.

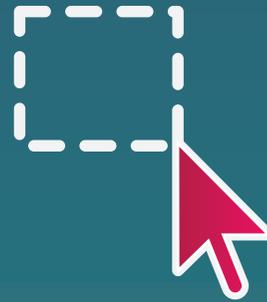**Figure 3** (on the next page) illustrates a typical CPQ Deployment Lifecycle.

FIGURE 3

CPQ Deployment Lifecycle

ADVANCED CPQ

Product Design, Modeling & Catalogs, ROI/TOC Calculators, Quote-to-cash Functionality, Deal Modelling, Guided Selling, Sale Analytics, Catalogue Capability Independent of CRM platform and Customer Self Service

STANDARD

Contract & Order Management, Proposal Management, Workflow Approvals & Authorization

BASIC

Product Configurator, Pricing Engine, Quoting System, Business Rules & Constraints, Cloud-based (SaaS) Application

NICHE SOLUTIONS

Channel Management, Value Pricing & Modeling, Benefit Estimators, Sales Playbooks, CAD, CAM & PLM Integration, eSignatures

Vendor Selection Criteria

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Vendor Selection Criteria

Is CPQ For You?

Not all companies are ready to embrace a CPQ system. Your company should consider a CPQ system if you meet the following sales, marketing, or organizational conditions.

Choosing the right vendor for your CPQ requirements is an important business decision. Demand Metric recommends using the following criteria to evaluate the vendors and their solutions.

Table 1 (next page) highlights key functionality according to the level of complexity of their solution on the four tiers from basic to cutting-edge.

1 **Your line of products and services is large, complex, and growing.** Managing the sheer number of products and managing product changes has become a barrier to sales.

2 **Your current system is no longer adequate to meet your organization's customer and sales needs.** It might be a too-simple spreadsheet or a cobbled together set of processes or manual paperwork. Whatever the reason, the system is broken and beyond repair.

3 **Your configuration, pricing and quoting systems, and processes are silo'ed** causing duplicate work, slow response times, and quote and order errors.

4 **There's a growing disconnect between field sales and operations** that is creating customer, pricing, or margin errors.

5 **Sales cycles are too long.** Sales teams are spending too much time trying to figure out the right product for the prospect and the proposal process is bogged down.

6 **Channels or distribution methods have changed.** Your company has added new channels that need to be managed.

7 **Global expansion.** Your organization has expanded globally and you need a process for handling multi-tiered, multi-cultural, multi-currency sales.

8 **Competitive pressure is heating up.** Sales needs a better win rate and/or needs to respond faster to competitive bidding situations.

TABLE 1

CPQ Vendor Selection Criteria by Functionality Tier

	Basic	Standard	Comprehensive	Cutting-Edge
Product Configurator	x	x	x	x
Pricing Engine	x	x	x	x
Quoting System	x	x	x	x
Business Rules & Constraints	x	x	x	x
Proposal & Order Management		x	x	x
Channel Management		x	x	x
eSignatures		x	x	x
Product Design & Modeling			x	x

	Basic	Standard	Comprehensive	Cutting-Edge
Metrics, Insights			x	x
Value-based Pricing				x
Quote-to-Cash System				x
Guided Selling				x
Playbooks				x
Predictive Analytics				x
SaaS Infrastructure & CRM/ERP Integration		x	x	x

To quickly and efficiently evaluate several CPQ vendors and their solutions at one time, utilize Demand Metric's **CPQ Vendor Evaluation Matrix.**
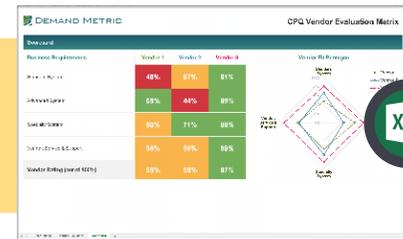
VIEW RESOURCE

CPQ Solutions Landscape

Demand Metric

CPQ Solutions Landscape

History

The market segment generally known as CPQ has grown rapidly since the introduction of CPQ functions associated with ERP systems for global enterprises in the late 1980s.

Early CPQ systems focused primarily on the configuration aspect of the solution for industries like manufacturing. In the mid-1990s, companies like Selectica (1996) built "selection and configuration systems" focused on guiding sales teams to make better decisions during the sales process, even with very complex and complicated product lines.

That evolution has accelerated in the last five to ten years with the explosion of the Sales Enablement market segment.

Today, CPQ systems are considered a critical link in the Sales Enablement value chain.

Playing Field

Vendors across the CPQ Landscape fall into five tiers based on the features and functionality of their offerings:

- **Basic –** These solutions offer the pure Configuration, Price, Quote capability (configuration engine, pricing engine, quote generator) and little more. All of the vendors in this space, except niche players, offer the basic solution.

- **Standard –** Standard solutions offer a CPQ solution (configuration engine, pricing engine, quoting system) that includes key supporting functionality, such as contract, order & proposal management, workflow approval & authorization, and eSignatures. Vendors in this tier include Altatl and FPX.

- **Comprehensive –** These options extend the operational effectiveness of the core CPQ functionality. They include: product design & modeling, 3D visualization tools, and integration with CRM, SAP, and/or ERP systems. Vendors in this tier include Cincom Aquire.

- **Cutting-Edge –** These options extend the operational effectiveness of the core CPQ functionality into a full Sales Enablement Solution. Options include ROI/TOC calculators, Quote-to-Cash functions, guided selling, and predictive sales analytics. Vendors in this tier include servicePath & Salesforce CPQ.

- **Niche –** Within the CPQ segment are niche solutions that provide a specific functionality, which enhances the value of a CPQ solution but is not central to its core effectiveness. These solutions include: eSignatures, channel management, value-based pricing and modeling systems, benefit estimators, proposal automation, and sales playbooks. Integration with CAD, CAM, and product lifecycle management (PLM) suites may be offered. Vendors in this tier include Alinean, Docusign, Paperless Proposal.

Deployment of a CPQ solution depends on the needs of each organization. CPQ vendor solutions vary widely in feature/function depth and breath. It is critical to choose one that encompasses the entire scope of your organizational needs rather than just the first step or two.
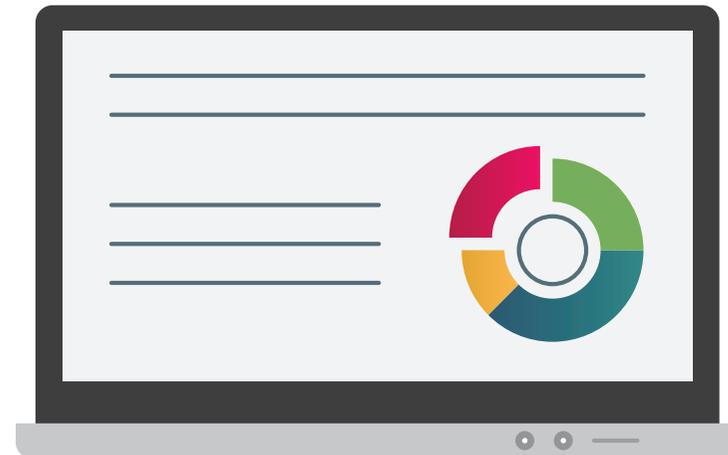
Table 2 (next page) shows the progression of the vendors and their product/service offerings.

Evolution of the Landscape

Demand Metric expects the CPQ landscape to be characterized by increasing integration and consolidation.

Demand Metric expects current niche functionality, such as value-based pricing and modeling, and sales playbooks, to be integrated into core CPQ solutions.

Acquisitions like Oracle's buyout of Big Machines, and PROS Holdings' purchase of a controlling interest in Cameleon Software, will accelerate as CPQ functionality becomes more integrated with CRM and Marketing Automation platforms.

TABLE 2

CPQ Vendor Solutions Landscape

Stage/Tier	Features	Primary Use	Vendor
Basic	Configuration engine, pricing engine, quote generator	Configure, price, quote system	Adobe Echosign, Alinean, DocuSign, Paperless Proposal, Leverage Point, KBMax
Standard	CPQ with key supporting functionality (contract, order & proposal management; workflow approval & authorization and eSignatures)	CPQ extends to support distribution channels and value-based selling	Altatl, FPX
Comprehensive	Standard functionality plus product design & modeling, product catalogs and 3D visualization tools	CPQ to support configuration industries with heavy requirements, such as manufacturing, insurance and telecommunications	Cincom Aquire
Cutting-Edge	Comprehensive functionality plus ROI/TOC calculators, Quote-to-Cash functions, guided selling and predictive sales analytics	CPQ extended with added Sales Enablement functionality	servicePath, Oracle, Conga, Vendavo, Salesforce CPQ
Niche	Options at this tier include channel management, value-based pricing, benefit estimators sales playbooks; can be standalone or integrated with CPQ systems	Specialty products & services that extend the functionality of a CPQ solution	Adobe Echosign, Alinean, DocuSign, Paperless Proposal, Pros, Zuora

To get a more in-depth look at some of the key vendors within the CPQ landscape, download Demand Metric's **CPQ Vendors Matrix**. This database describes a wide-range of vendors based on industries, product/service, key features, and others.

VIEW RESOURCE

Analyst Bottom Line

CPQ systems are an important element of effective Sales Enablement.

They offer new opportunities and benefits for organizations looking to streamline the sales process, expand their markets, and grow their sales channels.

CPQ systems that are properly implemented, carefully maintained, and quickly adopted by a majority of the sales & marketing teams can:

- Reduce sales cycles and eliminate costly errors
- Ensure all marketing documents have accurate up to date pricing and product configuration information
- Standardize contract and proposal management
- Manage pricing, discounting and margins through sales channels

Companies with large and growing product inventories, expanding markets, and new distribution channels are the best fit for a CPQ solution.

CONFIGURE, PRICE, QUOTE
ACTION PLAN

Follow this simple, step-by-step methodology to develop a CPQ plan that increases sales, builds customer insights, and grows brand awareness.
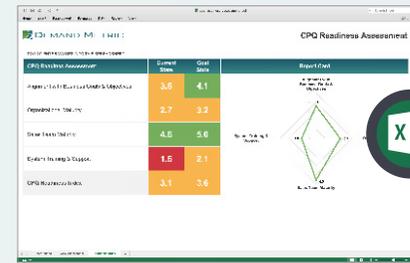
1 Evaluate

ⓘ

2 Review

3 Develop

4 Understand

5 Request

6 Identify

7 Select

8 Strategize

9 Train

10 Measure

Evaluate Your CPQ Maturity

- Utilize our **CPQ Readiness Assessment** to evaluate if your organization is ready for a CPQ initiative and system implementation.

VIEW RESOURCE

1   Evaluate

2   Review   ⓘ

3   Develop

4   Understand

5   Request

6   Identify

7   Select

8   Strategize

9   Train

10   Measure

Understand The Roles Required For World Class CPQ

- Evaluate the organizational impact of making the change from your current systems and processes to a CPQ solution.

- Use our **Sales Enablement Roles Matrix** to review the company roles, responsibilities, processes, and technology that may be impacted by the change.

VIEW RESOURCE ⬈

1   Evaluate

2   Review

3   Develop   ⓘ

4   Understand

5   Request

6   Identify

7   Select

8   Strategize

9   Train

10   Measure

Build a CPQ Plan You Can Share With Stakeholders

■ Develop a solid plan and goals for the next 12-18 months for your CPQ initiative with our **CPQ Strategy Scorecard**.

VIEW RESOURCE

1   Evaluate

2   Review

3   Develop

4   Understand

5   Request

6   Identify

7   Select

8   Strategize

9   Train

10   Measure

Discover and Research Key CPQ Vendors

- Review our **CPQ Vendors Matrix** to learn about the key vendors in the CPQ space, and to understand which vendors may work best for your organization.

VIEW RESOURCE

1   Evaluate

2   Review

3   Develop

4   Understand

5   Request

6   Identify

7   Select

8   Strategize

9   Train

10   Measure

Obtain Proposals From Your Short List of CPQ Vendors

- Request proposals from potential vendors to gather information on products/services.

- Use our **CPQ System RFP Template** to create a standard proposal template for your organization.
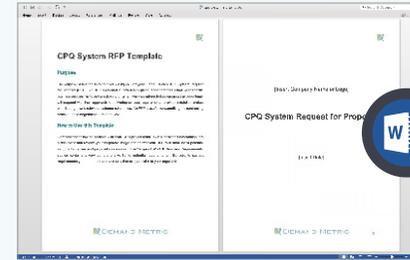
VIEW RESOURCE

1   Evaluate

2   Review

3   Develop

4   Understand

5   Request

6   Identify   ⓘ

7   Select

8   Strategize

9   Train

10   Measure

Learn More About Your Potential Vendors' Product and/or Service

- After receiving RFPs from potential vendors, schedule and attend product/service demos with 3-4 vendors to get an up-close-and-personal view of their solutions.

- Follow these best practices:

  - prioritize your requirements and use cases

  - send your use cases to vendor in advance of demo

  - define meeting length (max 1 hour) up front

  - don't let vendor control the demo

  - rate each vendor using a scorecard

  - have vendor demo their solution to your top use cases

  - make list of key items that vendor doesn't have clear answers for

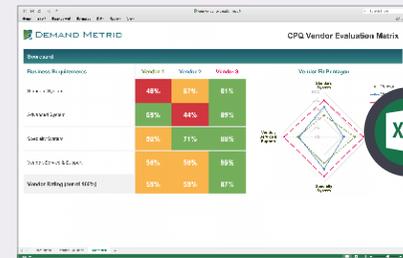 - set clear expectations around follow-up and timeframes

1   Evaluate

2   Review

3   Develop

4   Understand

5   Request

6   Identify

7   Select   ⓘ

8   Strategize

9   Train

10   Measure

Find the Best Fit by Evaluating Vendors Using Selection Criteria

▪ Evaluate the 3-4 vendors at the top of your list with our **CPQ Vendor Evaluation Matrix** in order to help you make your selection.

VIEW RESOURCE ⧉

1   Evaluate

2   Review

3   Develop

4   Understand

5   Request

6   Identify

7   Select

8   **Strategize**   ⓘ

9   Train

10   Measure

Follow Proven Best Practices to CPQ Success

- Develop an implementation strategy and communication plan to roll-out the initiative across the organization and through your channels.

- Use our **Sales Enablement Playbook** to create your plan.

VIEW RESOURCE

1   Evaluate

2   Review

3   Develop

4   Understand

5   Request

6   Identify
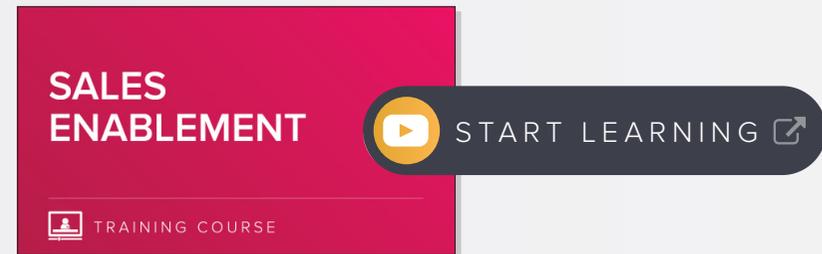
7   Select

8   Strategize

9   **Train**   ⓘ

10   Measure

Train Your Team About CPQ

■ Develop an education and training plan for all affected personnel: sales, marketing, operations, and channels.
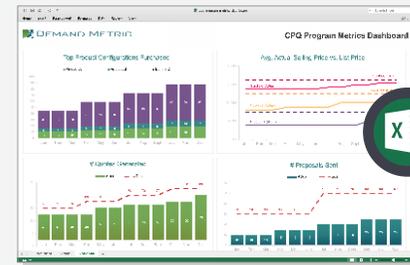
SALES ENABLEMENT

▶ START LEARNING ⬀

TRAINING COURSE

1   Evaluate

2   Review

3   Develop

4   Understand

5   Request

6   Identify

7   Select

8   Strategize

9   Train

10   Measure

ⓘ

Track Key CPQ Metrics

■ Measure and track the progress and results of your CPQ initiative with our **CPQ Program Metrics Dashboard.**

X⬛ VIEW RESOURCE ⬀

Our Solution Study Methodology

The Modern Marketing landscape is an ever changing, ever evolving environment in which new strategies, technologies, vendors, and products appear continually.

Demand Metric Solution Studies provide marketers with a focus on a specific technology solution set or focus area so that they are armed with the knowledge, information, and tools they need to develop effective strategies and action plans for their organizations.

Each Solution Study involves hours of analyst research, draws information from interviews with vendor executives and established vendor clients for a specific technology solution, and is usually accompanied by a mini Tool-kit of practical resources.

Solution Study Tool-kits are designed to provide marketers with the tools & templates they need to plan for an initiative in a given focus area, analyze the vendor landscape, and select the best vendor for their organization.

Our Digital Marketing report series includes Solution Studies on:

- **Content Marketing**
- **Configure, Price, Quote (CPQ)**
- **Customer Relationship Management (CRM)**
- **Email Marketing**
- **Enablement Knowledge Management**
- **Marketing Automation**
- **Mobile Marketing**
- **Public Relations**
- **Sales Communication**
- **Sales Intelligence**
- **Social Media Marketing**
- **Video Marketing**

About Demand Metric

Demand Metric provides Agile Marketing software powered by 1,000+ practical tools and resources to help our members complete their work faster and with more confidence.

Our community of 125,000+ global members is composed of CEOs and business owners, marketing consultants and agencies, marketing executives and managers, and professionals who specialize in: product management, marketing operations, sales enablement, customer engagement, demand generation, content marketing, project management, account-based marketing, and other disciplines.

To learn more about Demand Metric, sign up for a free membership at **www.demandmetric.com**

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