



# CORNING Packages up \$1 Million of Extra Revenue

## Overview

Corning produces highly configurable fiber-optic products with many configuration and pricing options. Information about these options was being held in a home-grown system which their inside sales teams were using to try and select, configure and price products for the sales teams and customers. As the product range grew, so did the complexity of the system and thus more inside sales people were required. With no self-service capability the inside sales telephone channel was the only way for quotes to be generated. Implementing CPQ has simplified and sped up the quoting process, freed up resources and generated in excess of \$1 million additional revenue.

## Problem

Corning needed to improve the speed, accuracy and consistency with which their quotations were being produced and delivered to their customers. Complete specification capture at the time of quotation was critical to ensure consistent customer communication throughout the delivery process. Additionally, Corning needed to integrate to existing systems comprised of a Domino-based CRM system, new java-based pricing routines and an AS/400-based back-end ERP package. This presented a challenge when trying to upgrade and update with new product and pricing information. Furthermore production of assembly instructions and packaging information was not automated resulting in delays and additional costs.

## At a Glance

- Legacy quotation system too slow resulting in reduced customer service
- Lost revenue and increased costs from not capturing packaging materials as part of the order
- Assembly instructions not automatically generated from configuration session resulting in rework, goodwill and lost time
- Current solution difficult to upgrade

## Solution

CallidusCloud's CPQ solution was introduced to capture all product knowledge and ensure that all sales channels were working with up to date product rules and pricing. Integration with Corning's CRM and their home-grown system holding their SKUs and pricing was performed. In order to ensure rapid deployment, CallidusCloud's expertise in configuration project management, product modeling and business process change management were utilized.

# CORNING

## Key Customer

### HIGHLIGHTS:

- Corning Incorporated originated in 1851, founded 1936 New York
- Global workforce of approximately 26,000 individuals
- Corning Cabling Systems, a subsidiary of Corning Inc. employs approximately 10,000 employees across 32 locations
- One of the world's leading and most trusted suppliers of optical connectivity solutions for communication networks



“ The CallidusCloud solution allowed us to extend and leverage our current IT investment, providing immediate impact to the top and bottom-lines of our business. ”

Miles Wills  
Forecasting & Analysis Manager  
Corning Cabling Systems

### Results

Shortly after the solution was deployed, customer service representatives were able to generate quotes for accurately priced and correctly configured systems within a fraction of the time that it previously took. In addition, something as simple as automated selection of the proper packaging materials resulted in over \$1 million of additional revenue. CPQ's integration capability allowed for complex real time pricing, ensuring accuracy and consistency throughout the entire quote to order process with correct information being passed seamlessly between systems. This also allowed Corning to automatically produce accurate assembly instructions for the products thereby improving the customer experience. Overall, productivity gains were significant and rework costs were reduced.

### At a Glance

- Quoting turnaround time measured in seconds
- Automatic selection of proper packaging resulting in over \$1 million in incremental revenue
- Customer satisfaction increased due to quoting consistency
- Goodwill and rework reduced
- CSR productivity improved due to standardization
- Ease of integration to legacy systems

### About CallidusCloud CPQ

CPQ is an online and mobile solution that simplifies your quoting and selling process making it easy to produce quotes with the best combination of products, options and services. No need to worry about product compatibility, pricing and discounts as CPQ ensures the right products are selected and priced correctly without excessive discounting. The net result:

- More quotes
- Shorter sales cycles
- Larger deal sizes

CPQ makes it easy for sales and partners to sell and for your customers to buy.

