



SALES AUTOMATION FOR B2B SD-X SERVICES USING CPQ SOLUTIONS

Deutsche Telekom Powers Up B2B Sales with CPQ (Configure-Price-Quote and Tele Management Forum (TMForum) open API standards

Deutsche Telekom, a global leader in integrated telecommunications, is present in over 50 countries. The company provides fixed network, broadband, mobile communications, internet, and internet protocol television products and services for consumers as well as information and communication technology (ICT) solutions for business and corporate customers.

Speed and high-quality offers are crucial for Deutsche Telekom to stay competitive in the saturated telecommunication services market. Deutsche Telekom's historically grown offer processes, tools, manual workarounds, and interfaces to perform customer offer management and enable onboarding of new products were time and resource consuming. They decided to increase customer satisfaction and protect their market presence by improving efficiency and the quality of their sales processes.

The organization followed an industry-wide trend by enhancing its portfolio with new overlay, software-defined (SD-x) offerings and the implementation of a Configure Price Quote (CPQ) solution.

Materializing the vision of digital business

To ensure the successful and seamless introduction of the SD-x product, Deutsche Telekom selected Capgemini based on its history of similar and impactful transformations.

Overview

Client: Deutsche Telekom AG

Industry: Telecoms

Region: Germany

Client Challenge:

To improve sales efficiency and reduce manual work, Deutsche Telekom wanted to implement SAP CPQ as a product configurator for new B2B telecommunications products like SD-x.

Solution:

Deutsche Telekom partnered with Capgemini to onboard an additional SD-x B2B product into a system based on SAP CPQ.

Benefits:

- Simplified complex sales processes
- Streamlined quote processes
- Automated product pricing facilitates quote generation
- Accelerated sales experience

The project team successfully onboarded the SD-x product in several steps:

- Aligning the CPQ user journey with the needs of sales representatives
- Defining the product catalogue and the CPQ configuration rules
- Defining product configurator features
- Defining and preparing required offer documents and formats
- Definition and quality assurance of robust user and feature test cases

Working closely with Deutsche Telekom's business and development teams, Capgemini achieved efficient offer processing of the new SD-x product in SAP CPQ on time, within budget and to a high-quality standard. The solution also took pricing for national and international clients into consideration, ensuring high transparency over the cost of multiple components.

A big step towards the digital Telco

The successful inclusion of the new SD-x B2B product in SAP CPQ ensured the basis for future high quality customer interactions and internal offer processes.

Leveraging CPQ technology to digitize and streamline processes, the solution aligns seamlessly with Deutsche Telekom's broader vision and strategy as a leading digital telecommunications company. Moreover, the implemented SD-x product resonates with the company's overarching goal to foster sustainable growth.



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