



## A Turn Key for Intelligent Quote to Cash

At Apttus, we want you to realize value through analytics and machine learning using your Quote-to-Cash data. Apttus machine-learning applications can recognize patterns in data, predict outcomes, and recommend practical actions to increase revenue. For example, help your sellers create winning deals by suggesting the right products and the right price for the customer. And then, recommending the right contract to close the deal fast.

As the leader in Quote-to-Cash solutions, we're uniquely qualified to help you use your data to improve your business with analytics and machine learning.

### What Does the Program Deliver?

- Benchmarks for Operational & Financial Metrics across Quoting and Contracting
- Data-driven Insights to Prioritize Performance Improvement Areas
- Machine-Intelligence to Increase Deal Size & Account Penetration
- Reduce Rogue Discounting
- Decrease Quote-to-Cash Cycle Time
- Reduce Contracting Risk

## Use Machine Learning Insights to Improve Your Quote-to-Cash Operations



**Cross-Sell / Up Sell** recommends products and services your customers are likely to purchase.



**Contract Cycle Time Prediction** predicts the time to execute a contract based on similar deals and approval history.



**Pricing Intelligence** recommends the optimal price / discount for each quote or renewal.



**Contract Risk Scoring** recommends clauses and Terms & Conditions using your historic contract data.



**Quote Scoring** predicts the probability of quote conversion and recommends actions to increase conversion probability.



**Alternate Clause Recommendations** compares similar clauses and similar contracts to manage risk.

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## 10 STEPS TO QTC INTELLIGENCE

Turn Key Program for Intelligent QTC with Machine Learning



DATASHEET

### How to Get Started

At Apttus, we've made it easy for you to start using machine learning today. The Apttus program for Intelligent QTC is a turn-key solution that benchmarks your current QTC practices, identifies areas for improvement, and delivers data-driven insights to your teams to uncover new opportunities, increase deal size, reduce discounting, and close deals faster. Contact APTTUS to get more intelligent QTC today!

	Stage	Level of Engagement	Value Proposition	Program Details	Customer Resource
Step 1	Business Assessment	1.5 hour workshop	Identify areas for improvement	Apttus assesses business readiness for Intelligent QTC	Business Lead / Functional stakeholders
Step 2	Data Access	1 hour meeting / 2 weeks	Data is qualified and cleansed	Working with you, Apttus understands, cleans, and mines your data	IT / Sales Ops
Step 3	Data Quality Assessment	1 hour meeting / 2 weeks	Data quality is assessed for machine learning readiness	Apttus evaluates and reports the data quality	IT / Sales Ops
Step 4	Key Metric Reports Development	30 min meeting / 2 weeks	Highlight operational and financial benchmarks	Apttus reports key QTC metrics for your organization	Business Lead / Functional stakeholders
Step 5	Present Key Findings	1 hour meeting	Socialize benchmarks and machine learning potential	Presentation to QTC stakeholders and prioritization to improve outcomes	Business Lead / Functional stakeholders
Step 6	Model Tuning	1.5 hour meeting / 2 weeks	Communicate solution behavior, inputs, and outputs	Apttus tunes ML algorithms based on your business characteristics	Business Lead / Functional stakeholders
Step 7	Evaluate Sample Output	1 hour meeting	Validate machine learning insights	Apttus generates sample ML output for validation by business	IT / Sales Ops
Step 8	Evaluate Working Prototype	1 hour meeting / 2 weeks	Confirm value delivery	Stand up prototype for pilot evaluation	Business Lead / Functional stakeholders
Step 9	Rollout	Varies	Real-time automated Value creation from QTC Intelligence	Deploy in production environment	Business Lead / Functional stakeholders
Step 10	Business Outcomes	On-going	Know more & get more selling done	Track sales, contracting, and revenue impact	Business users

*Average engagement length is 10 weeks; varies based on scope*

### About Apttus

Apttus, the category-defining Quote-to-Cash software company, drives the vital business process between the buyer's interest in a purchase and the realization of revenue. Utilizing a patented combination of SaaS-based applications, the Apttus Intelligent Cloud maximizes the entire revenue operation by driving behavior and providing prescriptive data to company decision-makers. Apttus offers enhanced Configure Price Quote (CPQ), E-Commerce, Contract Management, Renewals and Revenue Management solutions on the world's most trusted cloud platforms, including Salesforce and Microsoft Azure. Apttus is based in San Mateo, California, with additional offices located across the globe. For more information visit: [apttus.com](http://apttus.com).