What makes **CloudSense** **different** from other CPQ solutions for communications services providers?
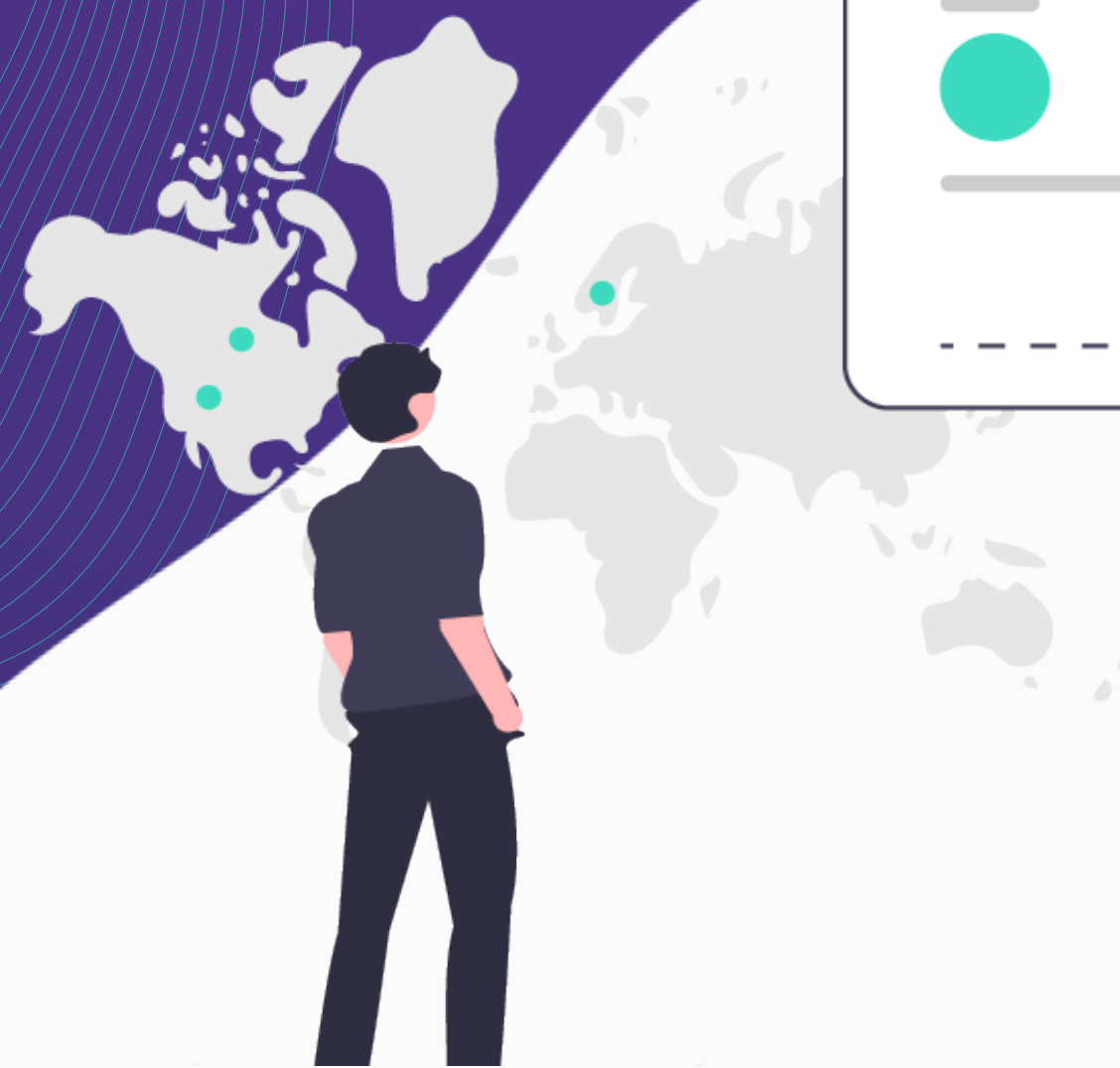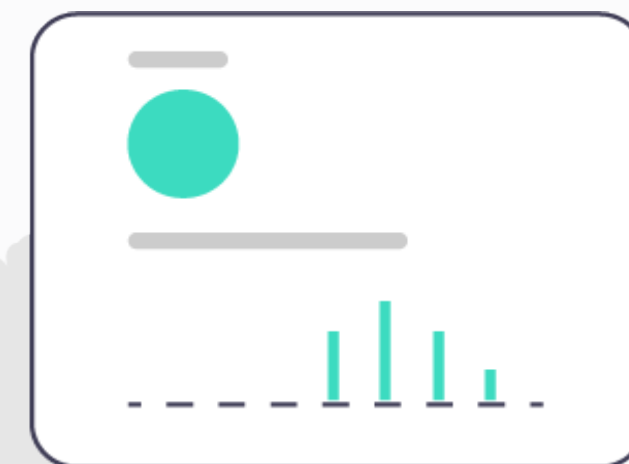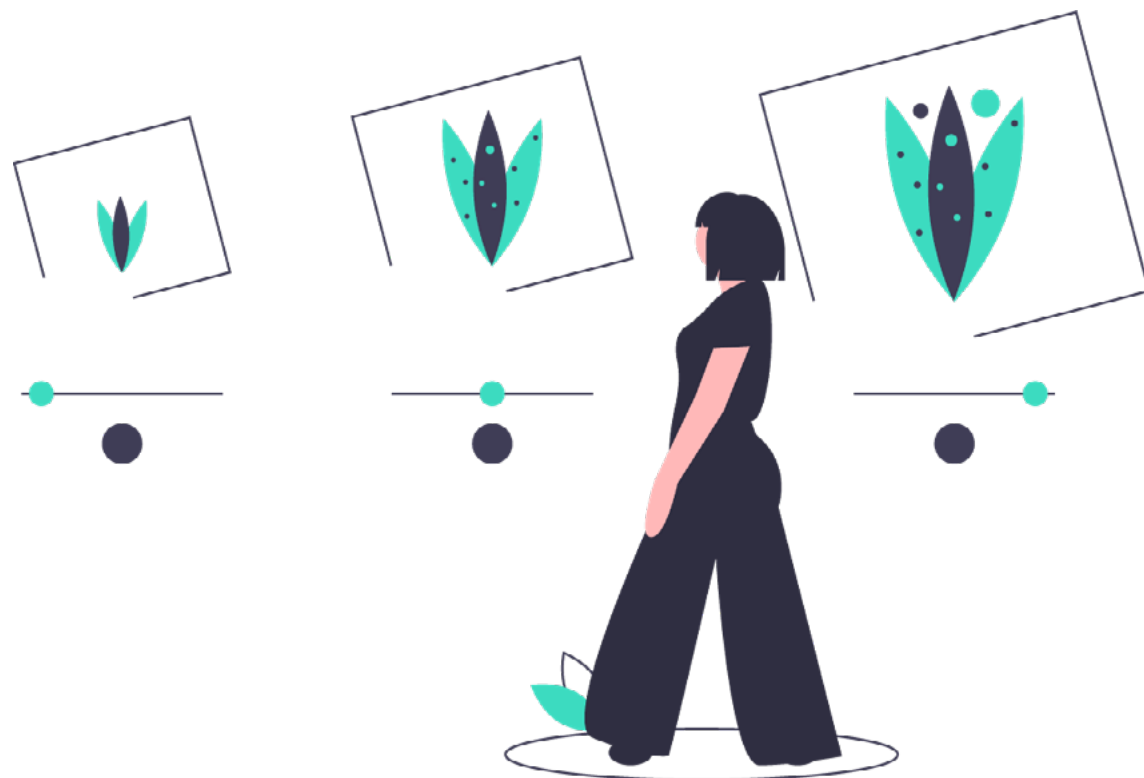
Built to manage complex B2B solution selling at scale

Unlike other offerings, CloudSense is built to manage the demands of fast evolving, innovative digital service portfolios. **We love enabling the complex B2B use cases other providers shy away from.** We don't place limitations on your ideas and box you in. Instead we liberate product, sales and marketing teams to innovate and reach new levels of commercial creativity.

Challenge other offerings on the market to run complex use cases and you'll soon find they struggle to absorb the demands on their systems. The same is true of scaling: start to load high transaction volumes to anything but the simplest of portfolio offerings and you'll see performance levels drop to well beneath the requirements for a digital-first user experience.

So how does CloudSense deliver better results for CSPs with highly demanding B2B use cases?

1

Industry services skills

Domain experience sets us apart. Our team of 150 plus solutions consultants shape every client engagement for success. Whether CloudSense is executing every step of an implementation or whether our team is working hand in hand with one of our Systems Integration Partners, we bring expert knowledge of CPQ in telecommunications to each engagement plan. This means a clear methodology for how to meet our client's specific business goals. We'll guide you on which steps to execute in which order so that you can minimize risk and release value faster.

The impact is tangible. When Canadian analyst firm, Info-Tech Research Group surveyed end users of CPQ software it released an independent review of feedback. CloudSense customers rated their service experience as exceptionally high with scores of 90% plus for effectiveness, efficiency and collaboration.

2

High performing architecture

Complex B2B use cases require a higher level of data processing power. For many other CPQ vendors the burden of these requests slows down response times to unacceptable levels. By contrast, the CloudSense platform architecture separates heavy duty data crunching from standard operations that run on the force.com platform. The heavy lifting is executed swiftly in the cloud-based Heroku platform, before being returned onto force.com, keeping workflows lighting quick.

In practice, this technical advantage can make the difference between your sales team closing a deal with a new prospect, or missing out on new business. For example, A1, the leading telecom group in Austria, was under penetrating the top end of its enterprise business. For these large contracts quotes needed to incorporate thousands of line items, but the team found it took so long to configure and put the proposals together that they were struggling to win. Whereas the enterprise team could barely cope with orders of 1,000 line items before, after implementing CloudSense they can now generate an accurate quote for 7,000 line items in just 8 minutes.

The high performance capabilities are equally important for tackling customer churn. For example, our Bulk Subscriber Management (BSM) capability allows CSPs to implement product and subscription changes to entire customer segments in a fraction of the time it used to take them. This is the difference between making a new media service available in less than a day to stay ahead of your competition rather than weeks.

3   Complex solution selling

Our platform is designed for flexibility and scale, allowing CSPs to combine multiple product elements to develop end-to-end solutions. It removes restrictions on the number and type of offerings you include in solutions so that connectivity, unified communication platforms, managed network services and IT services can be bundled into a single solution tailored to the needs of your clients. This extensibility makes it much easier for CSPs to take advantage of new technology capabilities such as 5G, and wrap them together with industry-specific services. For example, it has opened the way for CSPs to team up with energy providers to supply smart devices and provide solutions that help their customers reduce energy consumption.

In a digital-first economy, agility in your services portfolio is a critical requirement for staying ahead of a constantly widening circle of competitors. Our customers repeatedly shrink time-to-market for complex offers.

- Telstra International was able to put a 5G IoT product live in under 4 months for a key enterprise client including 2 million devices in the order.
- Another CSP reported a 2-month reduction in time to market for new products

4   Mature self-service capability

While most CPQ providers are only just beginning to adapt their software to the needs of a digital self-service, CloudSense has been making complex B2B portfolios available to clients for more than 8 years as part of its mission of enabling CSPs to run a truly omnichannel sales operation. Take a look at how the O2 webshop is driving revenues amongst SOHO clients or visit VodafoneZiggo's newly launched online service for SMBs.

CloudSense is pushing the boundaries even further in being able to support sales to large enterprise clients where different solutions need to be presented to different groups of users across multiple locations. Unlike others, we apply framework agreements to these sophisticated enterprise marketplaces so that pre-negotiated pricing is used throughout the site. And lastly, we won't restrict your choice of front-end portal. Instead we have designed APIs that connect all of this rich capability to whichever front end marketplace our clients prefer.

5   In-built orchestration

Scale requires automation. By providing a powerful in-built business process orchestrator, CloudSense, simplifies the challenges of scaling and allows CSPs to create robust automation for end to end sales and order management workflows. Smooth data flows that disassemble complex orders and send them straight into operational delivery systems transform customer experience for your end customers.

Fast, transparent fulfillment of orders that aren't slowed down by manual re-entries eliminates inaccuracies and have a major impact on your customer NPS scores. Automations needn't be limited to initial orders but be applied to updates and changes for service contracts that are in flight, helping you increase your reputation for responsiveness and bolster customer loyalty.

6   Out-of-the-box domain specialization

Time and effort is precious. We have developed our platform specifically to meet the needs of a typical telecommunications business. That means pre-configuring the data models and standard product types that we know companies sell in this market. Our platform comes ready to slot into your overall digital ecosystem. We have an extensive library of proven connectors and APIs to popular OSS and BSS systems that ensure data flows seamlessly throughout the whole sales to delivery process.

Our customers tailor to fit their brand and preferences, but this is only the final outer layer as all the heavy-lifting has already been done. This deep specialization doesn't just result in being able to cut the time it takes to get your CPQ implementation up and running, it also cuts out the high costs many other packages oblige you to swallow. Employing engineers to adapt a vanilla product by developing deep industry customisation from scratch is expensive.

We're Salesforce native

As a long established Salesforce partner/ISV, we have a track record of enriching the capabilities of Salesforce to reinvent the end-to-end sales process through to Order Management.

We take Salesforce investment to the next level with our industry-specific capabilities, seamlessly extending Salesforce with Configure Price Quote (CPQ), Product Catalog, Order Management and eCommerce.

The CloudSense impact

Through our platform, CloudSense provides organizations with the freedom to innovate at scale, regardless of how complex their underlying portfolio is.
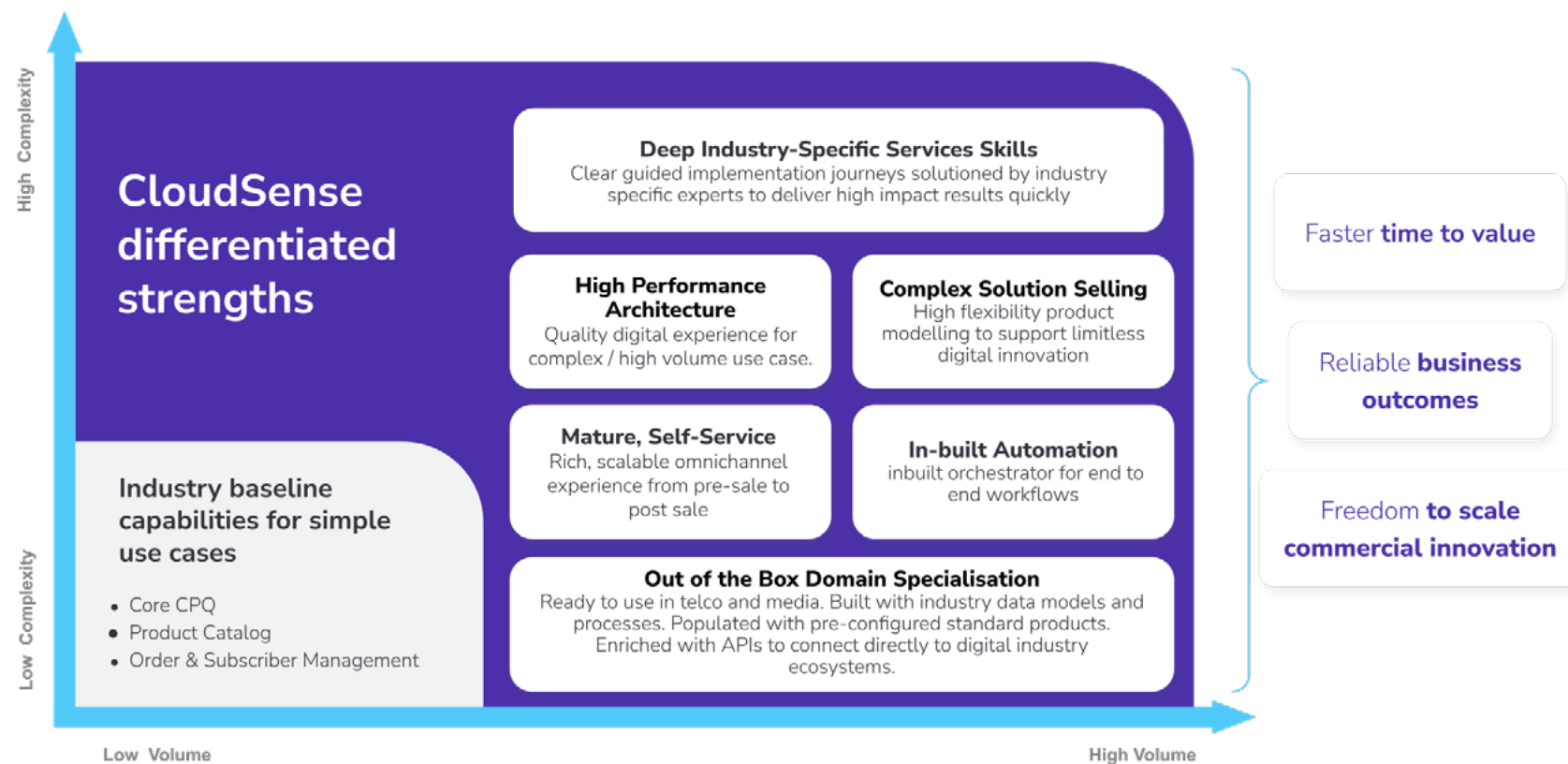
Through our extensive Services team, CloudSense provides CSPs with a clear and proven route to achieving concrete business outcomes, in the least time possible and with minimal risk.

And as a result, for B2B CSPs offering complex services CloudSense delivers:
- Faster time to value
- Reliable business outcomes
- Freedom to scale commercial innovation.

CloudSense differentiated strengths

Deep Industry-Specific Services Skills
Clear guided implementation journeys solutioned by industry specific experts to deliver high impact results quickly

High Performance Architecture
Quality digital experience for complex / high volume use case.

Complex Solution Selling
High flexibility product modelling to support limitless digital innovation

Mature, Self-Service
Rich, scalable omnichannel experience from pre-sale to post sale

In-built Automation
inbuilt orchestrator for end to end workflows

Industry baseline capabilities for simple use cases
- Core CPQ
- Product Catalog
- Order & Subscriber Management

Out of the Box Domain Specialisation
Ready to use in telco and media. Built with industry data models and processes. Populated with pre-configured standard products. Enriched with APIs to connect directly to digital industry ecosystems.

Faster **time to value**

Reliable **business outcomes**

Freedom **to scale commercial innovation**

High Complexity — Low Complexity

Low Volume — High Volume

CloudSense **enables businesses to thrive** by removing the challenge of managing complexity and scale

CloudSense is a **global leader** in CPQ for ambitious **Communication Services Providers** and works with them to optimize their sales and order management processes to **deliver greater value** to customers.

To learn more about how CloudSense's CPQ solutions can help telecommunications businesses, speak to one of our experts today.

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