

Red Hat Elevates Global CPQ and Self-service Renewals

Apttus Platform and aMind Implementation Services transform sales and operational processes to scale business for the next decade of Red Hat innovation.



Background

Industry: Technology
Headquarters: Raleigh, NC
Founded: 1993
Annual Revenue: \$2.9B
Employees: 11,400 (Global)
SFDC Seats: 2,000

Goals

Automated Pricing Engine & Discounting Framework
Guided Selling
Intuitive Product Configuration
A Simplified Product & SKU Model
Deal Packaging & Proposal Delivery
Automated end-to-end Renewal Workflow
Leverage Customer Assets
More Accurate & Robust Reporting Analytics

Challenges

CPQ System

Highly customized CPQ system was slow, poorly integrated and underutilized by sales. Poor SFDC adoption.

Pricing and Quote Generation

Majority of pricing and quote generation is a time-consuming and error prone manual process resulting in a high volume of non-standard deals.

Approvals

Poorly defined and manual approval process with little insight into deal status frustrates sales organization and lengthens sales cycles.

Solution

Apttus CPQ Out-of-the-Box



CPG



CLM



eCommerce



X-Author



Close collaboration between Apttus Expert Services, and Red Hat's internal team, was the secret to keeping the project in the "green" and delivering on time.

- David (DK) Kennedy, Sr Engagement Manager



Channels

Internal sales
Sales partners
eCommerce



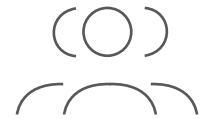
Countries

North America
EMEA
APAC
LATAM



Systems Integrated

Oracle / SFDC /
Apttus CLM / DocuSign



of Users

1,000 +

Outcomes



Increased Profitability

Margin protection
Increased average deal size
Increased cross-sell/upsell



Increased Customer Satisfaction

Increase % of self-renewals
Increase % of auto-renewals
Standardized pricing and discounting
Reduced SKU proliferation



Improved Sales Processes

Reduced non-standard deals
Improved solution selling
Bring new technologies to market faster
Reduced time to quote



**100%
Happy**

About Red Hat

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performance cloud, virtualization, storage, Linux, and middleware technologies.

www.RedHat.com

About aMind Solutions

aMind is a business and technology consulting firm that builds, migrates and extends CPQ software solutions for sales, partners, field service and eCommerce for customers.

www.aMindSolutions.com