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.

redhat.

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

CPG   CLM   eCommerce

> " Close collaboration between product CPQ experts 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*

![aMind - ELEVATE YOUR BUSINESS]

Channels
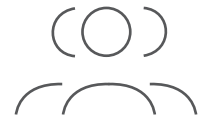Internal sales
Sales partners
eCommerce

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**