

● CASE STUDY

Yagna IQ: Streamlined Sales with CPQ

How we helped enterprise customers automate quote generation, simplify complex product configurations, and accelerate sales cycles.



Industry
Enterprise Technology / SaaS



Solution Area
Configure-Price-Quote (CPQ)

“ “Before Yagna IQ, generating quotes was slow and error-prone”



Begin Case Study

Customer Challenges & Objectives

Yagna IQ provides advanced CPQ solutions to enterprise customers across multiple industries, helping them streamline sales processes and overcome operational challenges.



Challenges Faced

⌚ Time-Consuming Quote Generation

Sales reps spent 2-3 hours per quote manually calculating discounts

⚙️ Complex Configuration Errors

Product configurations caused frequent errors, requiring rework

☒ Approval Delays

Non-standard discount approvals delayed closures by several days

☒ Limited Visibility

Insufficient pipeline and revenue forecast visibility

"Before Yagna IQ, generating quotes was slow, error-prone, and frustrating."



Objectives

⌚ Automate Quote Generation

Reduce errors and accelerate approvals

⚙️ Simplify Product Configuration

Enable guided selling for complex products

⚖️ Standardize Pricing & Discounts

Ensure compliance and consistent approach

👥 Improve Collaboration

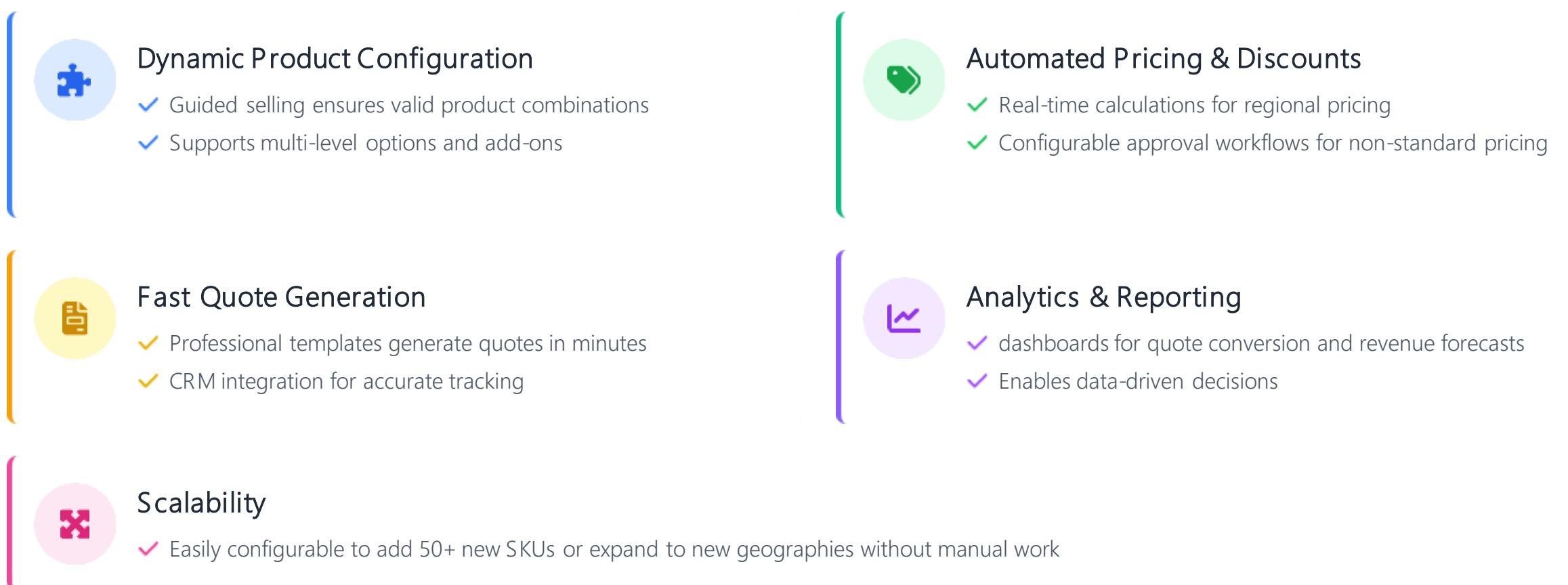
Enhance coordination between sales, finance, and operations

📊 Gain Actionable Insights

Enable data-driven decisions

Yagna IQ CPQ Solution Features

Yagna IQ delivered a customized CPQ platform integrated with customers' CRM and ERP systems, addressing their specific challenges.



Implementation Approach

1 Assessment & Design

2 Development & Integration

3 Testing & Adoption

Implementation Results & Impact

After implementing Yagna IQ's CPQ solution, customers achieved significant improvements in efficiency, accuracy, and sales performance.



95%

Error Reduction

Manual errors dropped by 95% with standardized pricing and automated workflows



30%

Faster Sales Cycles

Shortened sales cycles by 30%, accelerating revenue recognition



Minutes

Quote Generation

Quotes generated in minutes instead of days with automated calculations

NOW



10-15%

Increased Deal Closures

Higher deal closure rates due to faster cycles and accurate quotes



Additional Impact Areas



Forecast Accuracy

Improved with standardized pricing and automated reporting



Sales Productivity

Teams spent more time selling instead of administrative tasks



Process Efficiency

80% selling time, 20% administrative time

Key Success Factors & Takeaways

Key Success Factors



Clear Configuration Rules

Well-defined rules ensure valid product combinations and approval workflows



Early Sales Team Training

Proper training ensures faster adoption and smoother implementation



Seamless System Integration

Integration with CRM/ERP minimizes workflow disruptions

*"The implementation was straightforward, and our team adapted quickly."—
Operations Lead, Manufacturing Client*

Measurable Impact



Key Takeaways

- ✓ CPQ automation reduces errors by 95% and accelerates sales cycles by 30%
- ✓ Guided configuration ensures valid, optimized product combinations
- ✓ Integration with CRM/ERP creates seamless workflows
- ✓ Real-time analytics enable data-driven decisions

Yagna IQ's CPQ solution helped customers boost productivity, revenue predictability, and competitiveness, making CPQ an essential tool for modern sales operations.