

the   
value  
chain

Accelerate. Adapt. Act.

# CX in the mix: unleash your sales with SAP CRM and CPQ

E-guide with proven methods, customer stories  
and exclusive video testimonials

# Executive summary

**Navigating the dynamic landscape of customer relationships and sales processes is a complex challenge. It requires strategy and insight. It requires expertise in both business management and people management.**

Without the support of **Customer Relationship Management (CRM)** or **Configure-Price-Quote (CPQ)** systems, your sales cycle may feel like setting off on an expedition without a compass. Complex customer relationships, limited pipeline visibility, inaccurate data, insufficient buy-in from senior management, incomplete quotations – numerous obstacles may undermine the competitive potential of your sales teams within this rapidly changing market.



In this context, SAP, with its advanced CRM and CPQ solutions, does not only offer you that crucial compass, but also a state-of-the-art GPS system that is indispensable for plotting your sales course. It's no coincidence that Gartner has named SAP a leader in the CPQ software sector for the sixth consecutive year.

Since 2022, Canguru has been part of TheValueChain. Thanks to our CX specialists, we stand out with in-depth expertise in CRM and CPQ. We present solutions that not only tackle operational challenges, but also create strategic opportunities. With a focus on improving customer experience, we will develop a strategy that supports your digital transformation and reinforces your competitive advantage.

In this e-book, we'll be taking a deep dive into the core of CRM and CPQ, sharing practical insights, and demonstrating how these technologies are essential to strengthening your sales and improving the growth of your business.

Enjoy the read!

# Content

- |    |  |    |                                      |
|----|--|----|--------------------------------------|
| 01 | Top 10 sales challenges                    | 06 | TheValueChain SAP Store              |
| 02 | CRM to the rescue                          | 07 | Customer story: Miko                 |
| 03 | The advantages of SAP Sales Cloud          | 08 | Customer story: Drylock Technologies |
| 04 | The power of CPQ                           | 09 | Customer story: Arvesta              |
| 05 | SAP S/4HANA Advanced Variant Configuration |    |                                      |

# Top 10 *sales* challenges

Efficiency, accuracy and customer satisfaction are crucial building blocks that make or break your sales. Still, many companies struggle with core processes such as managing customer data, gathering useful insights and optimising client interactions.

**What are the biggest hurdles standing in the way of your sales?**

01

## Limited pipeline visibility

Being able to accurately predict and visualise future sales is crucial for strategic planning and decision making.

02

## Unfounded strategy

A well-defined and executable strategy requires clear targets, measurable milestones and flexibility to anticipate changing market conditions.

03

## No senior buy-in

Without the support of senior management, you run the risk that the organisation-wide acceptance of a CRM system and its efficient deployment will be undermined.

04

## Lack of transparency

Insufficient transparency makes it hard to define realistic targets, share financial reports and make sales forecasts.

05

## Inaccurate data

Inadequate and outdated data make it hard to monitor sales performance and identify areas for improvement.

06

### Limited customer feedback and engagement

Effectively gathering, analysing and integrating customer feedback into the CRM system plays a crucial role in improving customer relationships and building loyalty.

07

### Dissatisfaction with existing tools

Many sales teams consider their existing tools – such as spreadsheets – inadequate, which may lead to inefficiency, frustration and ultimately staff turnover.

08

### Poor integration with other systems

The integration of CRM with other business software, such as ERP systems and marketing automation tools, is essential in establishing a seamless information exchange between different departments and processes.

09

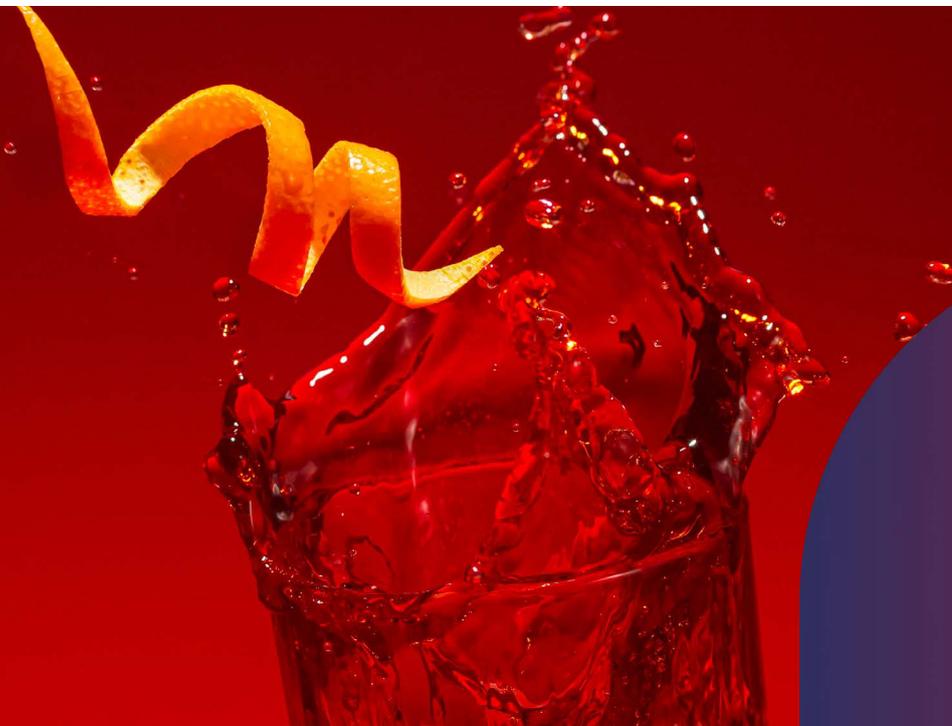
### Worries about privacy and compliance

Failing to comply with data protection regulations can lead to legal consequences or reputational damage.

10

### Lack of change management

Without training and support, users often find it difficult to get the most out of a CRM tool. This leads to a low level of acceptance and hinders efficiency and productivity within the organisation.



# CRM to the **rescue**

A Customer Relationship Management (CRM) system such as SAP Sales Cloud can alleviate many of your worries around sales management. In theory, a CRM system offers an integrated and streamlined approach to managing customer relationships and optimising sales processes. Sounds great, but what does this look like in practice?

A CRM serves as a central database that contains all relevant information about your customers. Think of their contact data, purchase history, communications and preferences. In addition, it offers advanced tools to organise, analyse and get the most out of these data. This allows you to better anticipate your customers' needs, personalise your communication with them, and develop more effective sales and marketing strategies.

## — **Faster and more efficient**

The power of CRM lies in automation and streamlining. What used to be manual and time-consuming work, such as keeping track of customer interactions, managing leads and drawing up reports, now happens automatically and without errors. This enables your sales teams to shift their focus and resources to strengthening customer relationships and stimulating the growth of your company.

## — **SAP Sales Cloud**

Sales Cloud is a cloud-based CRM solution by SAP. Companies already working within an SAP environment such as SAP ECC or SAP S/4HANA can easily integrate SAP Sales Cloud with their existing architecture. The main advantage is that all customer data and interactions will be automatically centralised and synchronised across departments. Moreover, companies that don't use SAP can also optimise their sales processes thanks to SAP Sales Cloud.



# *The advantages* of SAP Sales cloud

Implementing SAP Sales Cloud in your company can be a game-changer, especially in a time when the digital transformation of sales processes is essential to gaining a competitive advantage. This cloud-based solution introduces a broad spectrum of advantages that give your sales engine the fuel it needs to shift to a higher gear – and to stay ahead of the competition.

- **360° customer overview**

SAP Sales Cloud collects and analyses extensive customer data, giving your sales team in-depth insights into your customers' behaviour, preferences and needs. This enables them to offer better personalised interactions and increase customer satisfaction.

- **Efficient lead-to-cash process**

By automating and streamlining the whole sales process – from lead generation to final payment –, SAP Sales Cloud helps to shorten the sales cycle and to improve operational efficiency.

- **Integrated systems**

SAP Sales Cloud can be seamlessly integrated within an existing SAP ecosystem. This allows for real-time, company-wide synchronisation of all your customer data.

- **Scalability**

As a cloud-based solution, SAP Sales Cloud can easily be scaled up to meet the growing needs of your company without significant investments in IT infrastructure.

- **Improved collaboration**

SAP Sales Cloud fosters collaboration between different departments in your company and boosts their operational efficiency by streamlining communication and information exchange between sales, marketing and customer support.

- **Real-time reporting and analysis**

With powerful reporting and analytics tools, SAP Sales Cloud offers real-time insights into sales performance, trends and opportunities. A solid foundation for strategic decisions based on accurate data.

- **Compliance and security**

SAP Sales Cloud meets the highest standards for data protection and privacy, so that companies can rest assured that their customer data are stored and handled in a secure and compliant manner.

**Say goodbye to Excel** and welcome to SAP Sales Cloud – the most advanced, user-friendly and versatile CRM solution on the market.

# What does a **CRM-implementation** look like?

## **Determine business scope**

What is the scope of your project? Who will be using your CRM system and for what purposes? What do you need in order to improve your customer relationships and sell your product? To chart this, we define **user types**, map the complexity of **customer interactions** and identify where and how **customer data** are managed.

## **Apply project methodology**

A structured approach is essential. TheValueChain's project methodology, based on the **best practices of SAP Activate**, includes, as a first phase, educating prospective users on the capabilities and the potential future way of working offered by SAP Sales Cloud. This ensures that your employees can start the workshops in the planning phase with sufficient, high-quality system knowledge.

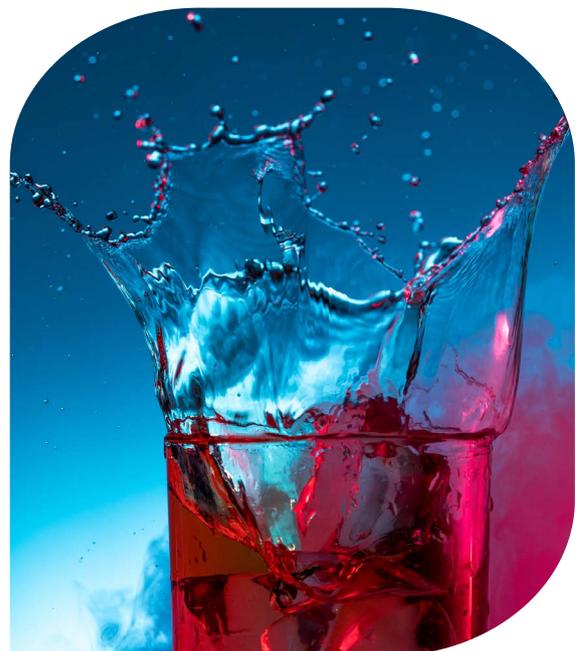
## **Executing change management**

Change management is crucial to **over-come resistance to a new CRM system**. Moving from a flexible Excel file to a structured SAP Sales Cloud environment can be perceived as a limitation.

To ease this transition, you should actively involve the entire team from the very beginning so you can clearly communicate the benefits of CRM to them and provide sufficient adjustment time and resources.

## **Integration with master data**

CRM systems are rarely used on a stand-alone basis. Often, the master data are already present in another system, increasing the need for integration with the ERP and other business management software. SAP offers standard integration flows with systems such as SAP S/4HANA or SAP Commerce Cloud, which significantly shortens and simplifies the integration process – as opposed to custom integrations.



## Determine go-live strategy

A carefully planned go-live is paramount. It is more effective to start with a **limited selection** of products and with teams that are fully prepared and trained than to immediately opt for a complete implementation. After a successful **demo validation**, the CRM solution can be rolled out to other teams or be supplemented with additional features.

## Hypercare

Even after go-live, TheValueChain is still present on site to **carefully monitor system** usage before handing it over to your support team. In the first months, we remain closely involved to guide key users and to address any issues immediately.



TheValueChain guides you through the implementation process step by step: from determining the scope to go-live – *and beyond.*

# The power of CPQ

Whereas a CRM system mainly focuses on customer data, CPQ addresses price and product. Manual pricing and quotation management can cause bottlenecks in your sales process. CPQ offers a seamless, automated solution to relieve your sales team of tedious work and to maximise your customer experience.

## What is CPQ?

CPQ is short for Configure – Price – Quote. It is a powerful sales tool that enables companies to configure complex products and services quickly and accurately, and to calculate prices and generate quotations. While traditional pricing and quotation management often get bogged down in a quagmire of manual input and potential errors, CPQ offers an automated solution that propels your sales and business to new heights.

## Building bridges

Integration is the magic word. A CPQ solution is not an island, but a bridge that spans the gap between different departments. Product and price management are flawlessly synchronised with your CRM and ERP system. As such, not only your sales team, but everyone in your organisation is on the same page.

## Why choose SAP?

For the sixth year in a row, Gartner has named SAP a leader in the CPQ software industry. In other words: SAP guarantees the highest level of expertise, reliability and innovation in CPQ. If you already work within an SAP environment, CPQ integration with your current processes is a breeze. Not an SAP customer (yet)? SAP will open the doors to optimising your sales cycle as well as your business processes

## Why choose TheValueChain?

As a certified SAP partner with over 400 consultants in the Benelux area, we provide tailor-made CPQ implementations that perfectly meet the specific needs of your organisation. No ivory tower attitude, but a personal and transparent approach, with effective workshops and attention to change management. This ensures a flawless integration with maximum efficiency and growth for your business.

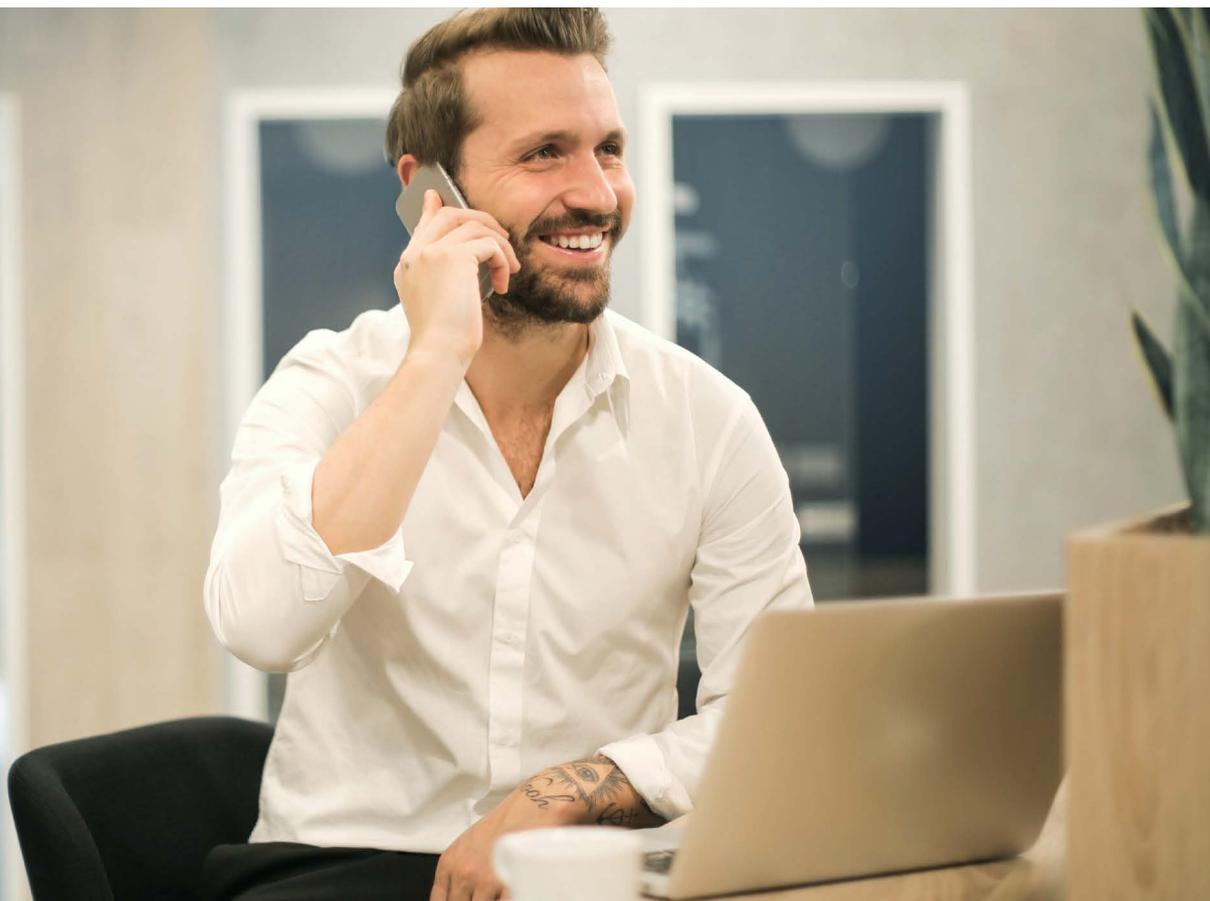


# The benefits of SAP CPQ

When it comes to the sales arena, every position within your company comes with its own challenges and opportunities. Salespeople strive for quick and accurate customer responses, sales managers look for efficiency and insight, while business leaders aim for strategic growth and market share. SAP CPQ unites all these objectives in one integrated solution for your entire organisation.

## Benefits for sales reps

- **Faster quotations:** SAP CPQ significantly speeds up the quotation process with custom templates and an easy interface, allowing salespersons to quickly create personalised quotations for a smooth customer service.
- **Fewer errors:** Automation reduces the risk of human errors, such as wrong pricings or configurations, resulting in higher-quality quotations and increased customer satisfaction.
- **Improved customer relationships:** Smoothly prepared, accurate and professional quotations, combined with an automated customer follow-up system, enable salespeople to build stronger relationships with their customers.



## Benefits for salesmanagers

- **More insights into sales processes:** SAP CPQ offers sales managers in-depth reporting and analytics capabilities that allow them to transparently map their team's performance and act accordingly.
- **More efficient sales strategies:** : By automating and streamlining the quotation process, sales managers can organise and execute their approaches more efficiently, with a focus on boosting sales and optimising profit margins.
- **Centralised sales hub:** Combining CRM and CPQ information in the sales pipeline enables sales managers to monitor important transactions, appointments and potential deals from one central location.

## Benefits for companies

- **Scalability:** SAP CPQ makes it easier for companies to grow and adapt to changing market circumstances thanks to the flexibility and scalability of the platform.
- **Better collaboration:** SAP CPQ stimulates a culture of effective communication and coordination between departments, leading to better collaboration and satisfied employees.
- **Higher profit margins:** Thanks to accurate pricing and optimised product configurations, SAP CPQ helps companies to improve their profit margins.
- **Easier onboarding:** SAP CPQ speeds up the onboarding process for new sales reps by guiding them through pricing rules, product combinations and service offers.



## CPQ in 3 steps

Implementing a CPQ system is more than just a technological upgrade – it's a complete transformation of how your company presents, prices and quotes its products.

# 01

## Configure

In the first step, everything is about tailoring. Much like you get to choose the colour, trim options and accessories when buying a new car, CPQ allows users to customise products in detail to meet specific customer requirements.

If customers don't know what they want, CPQ guides them in a way that resembles the filter options in a web shop, which make it easier to search for a certain product. Whether it's about customisable or individual products, CPQ paves the way for a smooth shopping experience by hiding the technical complexity of the product.

# 02

## Price

The second step is flexible and dynamic pricing. CPQ allows you to efficiently manage complex pricing strategies, such as volume discounts, upselling and cross-selling. Every product and every configuration is priced the right way at all times, taking into account customer-specific offers and discounts. Currency changes and regional pricing structures are also factored in automatically.

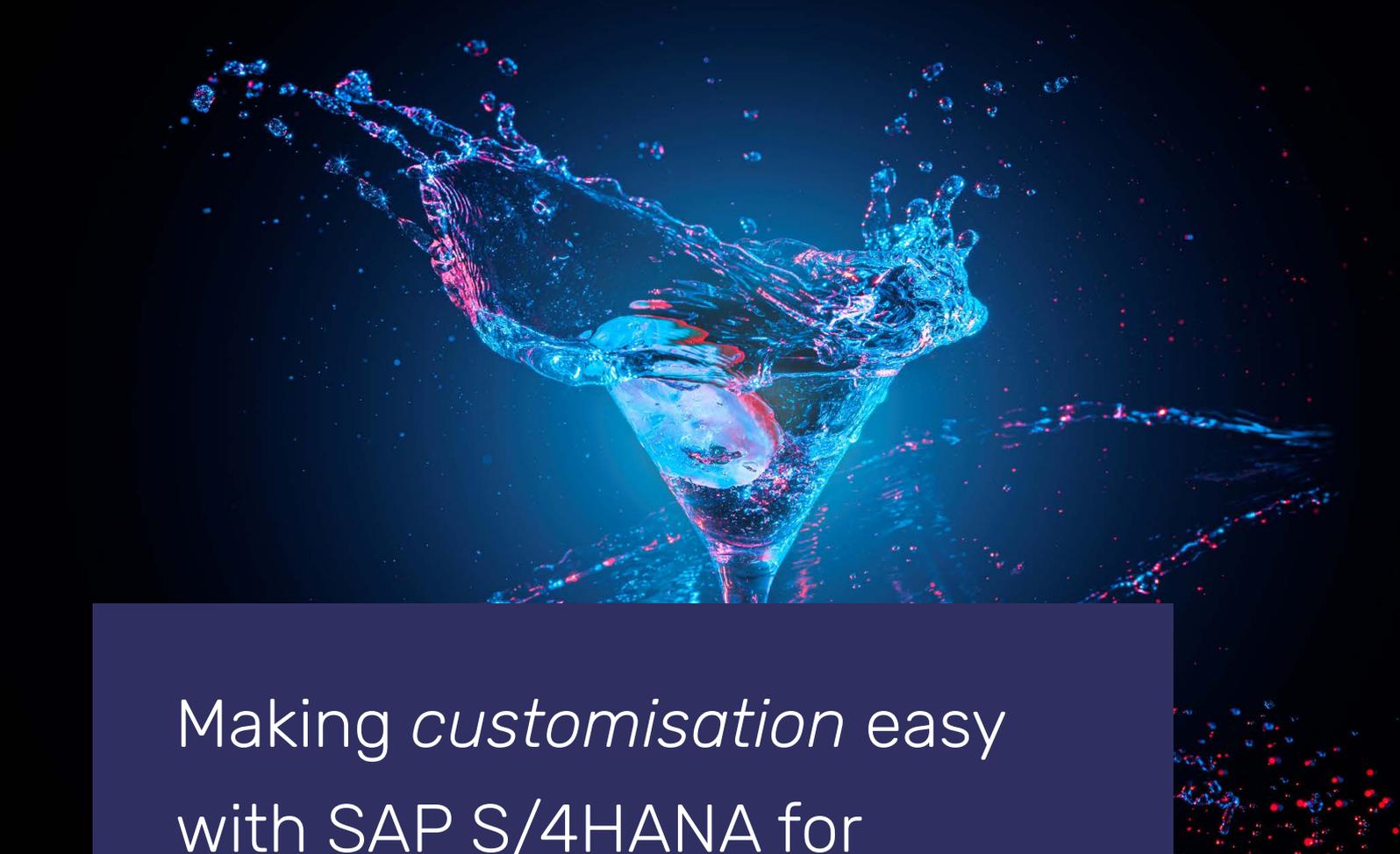
Moreover, thanks to integration with your ERP and CRM, SAP CPQ displays profit margins in real time, giving salespeople and sales managers up-to-date insights into the profitability of a quote.

# 03

## Quote

The final step is creating the quotation. Based on the configuration and pricing information gathered, the CPQ system generates a detailed and visually appealing quote that is ready to be sent to your customer.

This document not only contains detailed specifications and a personalised price, but also product visualisations and additional information to strengthen the value proposition. Additionally, SAP CPQ facilitates a smooth approval process thanks to integration with CRM and ERP systems, significantly reducing the time until contract execution, and increasing customer satisfaction.



# Making *customisation* easy with SAP S/4HANA for Advanced Variant Configuration

SAP S/4HANA for Advanced Variant Configuration (AVC) is here to help companies like yours simplify the manufacturing of complex products with countless options. This powerful tool allows businesses to respond quickly to customer needs and make the customisation process smoother. In our blog, we break down how SAP S/4HANA AVC benefits companies that offer customisable products.

Scan the QR code to read the full blog and find out how you can meet customer demands more efficiently, manage different product options effortlessly, and enhance your overall configuration process. Author: Stijn Willems



# TheValueChain SAP Store

As an industry pioneer, TheValueChain sets the standard for innovation in SAP Sales Cloud and CPQ. Our modules and tools developed in-house are recognised by SAP and thus available worldwide in the SAP Store.

## TheValueChain Partner Portal

Ready to lift your operation efficiency and customer relationships to a higher level? Meet your ultimate sidekick in digital transformation: the Partner Portal.

This platform provides a central location for seamless communication between customer and distributor, efficient ticket management, and direct access to important installation data, documents and contact data.

- Unique communication & information channel for customers / distributors
- Higher data quality by leveraging the standard SAP APIs
- Accessible from anywhere on any device
- Decreased administration costs for employees
- Increased distributor and end-customer satisfaction

Our Partner Platform is a multi-tenant solution that works completely within SAP BTP (Business Technology Platform) and integrates with SAP Service Cloud.

[Discover in the SAP Store →](#)

## Copy Quote To Opportunity

Our powerful Copy Quote to Opportunity tool brings your SAP C4C and CPQ data together in one place. This speeds up your decision-making process with instant access to all vital information. Simple. Clear.

- Single source of information
- Complete pipeline visibility with detailed information on products
- Improved reporting on KPIs and margins

Copy Quote to Opportunity integrates flawlessly with SAP C4C and SAP Sales Cloud.

[Discover in TheValuechain Store](#) →

## Generative AI in SAP Sales

SAP gives you access to the latest innovations in sales, including generative AI. This technology automates case summaries, optimises e-mail communication, offers valuable insights for lead targeting and provides dynamic overviews of customer accounts.





## **Customer story**

# Miko creates the perfect blend with SAP Commerce and SAP Sales Cloud

Established in 1801, family-owned Belgian company Miko is one of the oldest coffee roasting companies in the world. But contrary to these historic roots, Miko is ever set on development and innovation. Looking to increase the efficiency of its sales department as well as customer engagement through a comprehensive IT solution, Miko teamed up with TheValueChain and asked us to explore the best options

## Challenge

Miko Group relies heavily on customer engagement to sell products on a day-to-day basis. Management believed this could definitely be improved with a new web shop and a more efficient IT system to improve the connection between internal departments and gain insight into customer behaviour and customer experience. To that end, they were considering a futureproof SAP solution.

## Solution

Miko and TheValueChain decided to implement SAP Commerce and SAP Sales Cloud, which would allow Miko to increase the effectiveness of its sales department and successfully migrate its six Magento web shops to the SAP Commerce platform. By means of a close ERP and Microsoft SharePoint integration, all checklists and quotations could be linked to individual accounts. This would be a support to the entire account team – sales, back-office and the technical department – and aid them in collaborating more efficiently.

SAP Commerce also enables Miko to involve customers in more meaningful ways by understanding what matters to them at a specific moment. The SAP Commerce portfolio at Miko brings marketing, sales, commerce, and customer service together

to deliver rich insights, flawless execution and contextual customer experience. In addition, the mobile CRM application enables sales reps to proactively follow up on new market opportunities and expiring contracts.

## Result

Following a successful implementation, Miko noticed improved reporting on sales data. Collaboration between departments has also become more efficient, which in turn has led to increased turnover. Meanwhile, the new web shops give B2B customers the same B2C experience as if they were making personal purchases, with personalised 24/7 access on both smartphones and computers. Specific customer pricing is retrieved from the ERP, together with special offers, vouchers and features for sales order creation and quick reordering.





## Customer story

### Drylock Technologies cuts quote turnaround by 50% using SAP CPQ

Drylock Technologies is a leading manufacturer of hygiene products. Their headquarters are located in Zele (Belgium), but their customer portfolio includes retailers and healthcare specialists in Europe, Russia, the United States and Latin America. With the help of TheValueChain (Canguru), the company was able to halve the quote turnaround time from 10 to just 5 days.

## Challenge

The hygiene market is evolving rapidly due to new product developments and sustainability initiatives from both businesses and governments. These conditions forced Drylock Technologies to improve their responsiveness to customer requests, especially the time needed to prepare quotations.

Furthermore, they wanted to have detailed insight into the exact cost of each product, from production and storage to transport. At that moment, they were using five Excel files to track numbers and make decisions. So, a user-friendly and future proof tool would come in handy.

## Solution

Drylock's mission is to offer their customers the best products at competitive prices and to provide them with an excellent service, not only operationally but also commercially. In other words, an SAP CPQ solution was written in the stars. We offered Drylock a cloud solution using only one tool in SAP CPQ.

Quotes are now made in five days instead of ten. The prices in this tool are always up to date since they're linked to the ERP system. The result: a substantial efficiency gain, and a smaller margin of error.

Thanks to SAP CPQ's integration capabilities with ERP systems, the front-end master data are consistent with the back-end data.

## Result

The application provides extensive opportunities in terms of transparency and reporting. All tender data are combined in one substantial data block, through which Drylock can run several analyses.

Thanks to SAP CPQ, operational departments know which tenders are pending and can take appropriate actions in advance. As an integrated solution, SAP CPQ speeds up the commercial process by centralising all data, resulting in faster quote creation and more satisfied customers.

**"Working with Canguru was an excellent choice, as we both have a hands-on mentality."**

## Customer story

# Discover how Arvesta is lifting its CRM system to a higher level

Arvesta is not only known for its Aveve and Eurotuin retail, but also for its established brands in the agricultural sector, both nationally and internationally. To increase the adoption of its CRM system, Arvesta invested in best of class CRM with SAP Sales Cloud.

[Click here to discover why →](#)



Arvesta

Wij bouwen aan de landbouw van de toekomst.



**"We partnered up with TheValueChain (Canguru) because of their CX expertise. They are one of the strongest players in Belgium."**

**Laura Decremer**  
IT Director commercial at Arvesta

## Customer story

# A revamp of Vandemoortele's CRM approach across national borders

Vandemoortele is a major player in the European food sector, manufacturing and selling high-quality food products and ingredients. Given their international presence, the company wanted to improve its efficiency in managing key customer relationships – an assignment which is right up TheValueChain's alley.



## Challenge

Managing meaningful relationships with customers is not an easy task, especially if you take into account Vandemoortele's presence in a multitude of European countries. Some teams already made use of SAP's CRM solution, but not to its full potential. Others used a different CRM system, and some had never used one at all.

## Solution

While looking for ways to improve their overall CRM experience, the Vandemoortele team quickly understood that a complete re-thinking was the best option. After a thorough, 8-month selection procedure, they joined forces with TheValueChain's CX experts to help implement the SAP Sales Cloud environment.

This revamp exercise started in early 2021, and a first go-live was already achieved ten weeks (!) later. Vandemoortele's teams in France, Italy, Germany and Austria were the first to gain access to the new CRM environment and many more were to follow soon. Country after country saw their CRM systems harmonised over the summer and autumn in carefully planned roll-out waves.

## Result

By the end of November 2021, we handed over the reins to Vandemoortele and the remaining roll-outs and legacy migrations will be managed internally and independently. We will of course stand by to help, and our Service Desk will be at their disposal should questions or issues arise, or in case a second opinion is needed.

“

We were especially happy with the way they handled the time pressure on the first part of the project, with a tight deadline for the first go-live. The solution was well built and the project was managed in such a way that we felt in control at all times. ”

**Rudy Goudeseune** Commercial Business Process Owner at Vandemoortele

# The impact of CPQ in numbers

## **26% more sales reps achieve their targets**

Achieving targets increases sales reps' motivation (and income), which in turn reduces staff turnover and saves on recruitment costs.

## **27% reduction of the sales cycle**

A shorter sales cycle strengthens the engagement of both salesperson and customer and optimises the sales process, resulting in reduced costs and increased profits.

## **19% higher lead conversion rate**

A streamlined quotation process, more accurate pricing and offering custom options lead to a 19% increase in lead conversion.

## **49% more quotations**

Thanks to automation and increased efficiency, salespeople can create up to 49% more quotations. More productivity, more sales.

## **5% increase in turnover**

Implementing SAP CPQ results in an increase in turnover of 5% on average.

# Transform your sales process in just one click.

Curious about the potential impact of SAP CPQ and CRM on your business? Our experts are ready to share their know-how and insights. Book a demo or send us an e-mail with your questions and needs – no strings attached.

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