

Sell more effectively and increase win rates.

Solution Selling & CPQ

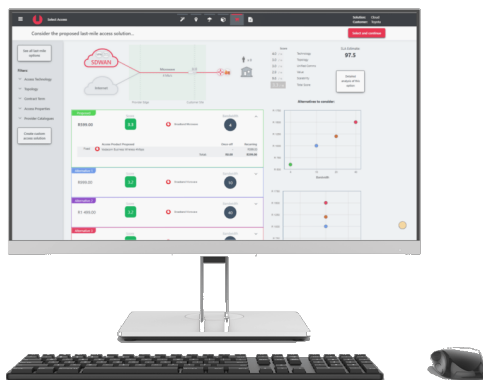
Innovative software to design, configure, price and quote (CPQ) complex solutions and win more deals. Everything Sales Professionals need to quote and win the latest digital, cloud and infrastructure services.

Challenges Facing Sales Teams

In the competitive landscape of telecom solution sales to enterprise customers, sales professionals encounter several critical challenges, including:

- **Complexity:** The complexity of telecom products and services makes configuring the right solution a formidable task, often requiring a high degree of technical acumen and product knowledge. This complexity can lead to errors and delays in the sales cycle, exacerbated by manual approval processes that hinder speed and efficiency.
- **Commercial issues:** Inconsistent pricing strategies and the propensity for rogue discounting can significantly erode deal margins, compromising profitability.
- **Fragmented:** The fragmentation of sales systems often results in disjointed customer and seller experiences, which can impact client satisfaction and long-term loyalty.
- **Manual:** The reliance on manual processes for subscription renewals frequently results in missed opportunities or errors, which can have lasting negative effects on revenue and customer trust.

Tackling these challenges demands an integrated approach that leverages advanced CPQ tools, process automation, and strategic sales training to enhance accuracy, consistency, and customer engagement in the sales process.



Transforming Telecom Solution Design & CPQ

Twyn is software designed for Sales Professionals to simply configure, price and quote (CPQ) telecoms and ICT solutions. Being purpose built for telecoms and ICT providers, it has deep support for SDWAN, MPLS, last-mile access, LAN, cloud, UC & Security technologies.

Innovative design patterns, establish guardrails which align the technical design choices with customer objectives, removing technical complexity, improving accuracy and increasing speed. Last-mile coverage is systemically checked from on-net and off-net last-mile access providers.

BENEFITS

SELECT & CONFIGURE

Create accurate quotes, fast: Enable creation of technically valid quotes using guardrails and built in tools such as coverage check, solution design and document maker.

Create quotes for all products and service types: CPQ supports one-time, perpetual, subscription, evergreen, and usage-based revenue models on a single quote

Eliminate errors: With guiding design, the quote structure supports downstream activities. Sales order and contract errors are eliminated.

Maximize cross-sell and upsell efforts:

Provide insights into product recommendations, promoting larger opportunities.

PRICE, QUOTE, & APPROVE

Reduce revenue leakage: Model different deal commercials for complex quotes using predefined pricing & discount guidance.

Reduce SKU Proliferation: Simplify product catalogue and price book maintenance with a common data model, & price book.

Accelerate the approvals process: Enhanced approval workflows enable deals to get approved faster, even with multiple departments involved.

Meet the commercial needs of customers and partners:

Deploy contract pricing for repeat customers, and allow partners to quote at their rates with ease.

Generate perfect quote documents automatically:

Create accurate, branded quotes in Word or PDF.

ORDER & CONTRACT

Automate the post-sales process:

Automatically create sales orders from approved quotes after the opportunity closes.

Simplify fulfilment of complex orders:

Create multiple sales orders from a single quote

Eliminate contract complexity:

Automatically add specific terms to quotes using clause library with dynamic terms & conditions.

Know what your customers own:

Empower service agents with complete visibility into a customer's purchases in one place

Support your customers for life:

Eliminate price discrepancies during contract changes with accurate proration calculations

Design review analytics support both technical design and commercial review. Compare designs rapidly, exploring alternative technical and commercial options. Automatically generate professional documentation, saving time, ensuring quality and consistency.

Built For Sales Professionals

Our all-in-one platform for business selling gives you the right tools to make the right offer, deliver accurate quotes and generate professional proposals.



Twyn enables sales professionals to architect and propose solutions correctly, in much less time, transforming the practice of business solution design into a “Lego” like activity. A set of well-defined “building-blocks” which “snap” together if compatible. A customer design becomes a simple journey, enriched with analytics, guiding the user towards the most compelling building-blocks to alleviate a customer’s pain points.



Advanced Product Catalogue

Create, launch and manage all products in one place using our advanced product catalogue, which is specifically built to handle the products, services, pricing and business rules within telecoms and ICT businesses, where service aggregation is important.

Launch new products faster

Define and roll out new products and services at speed with clicks and configuration – not hard code and customisation.

Bundle complex products and services with ease

Create static or dynamic bundles across your portfolio – including products, services, subscriptions and 3rd-party offerings.

Adjust pricing and promotions in real time

Make changes and publish new offers, promotions and bundles to any channel in minutes – without IT involvement.

DOMAIN SPECIFIC FEATURES:

Finding locations:

Twyn excels at finding customer sites. It can automatically find customer locations (leveraging public data), or extract data from uploaded documents (proposal requests), or import information from Excel templates.

Sell knowing about legacy:

Twyn is great at integrating and connecting to external datasets. Ingest site information from other systems (CRM, Inventory) seamlessly.

Innovative solution-design patterns:

With a simple click, you can apply design patterns, establishing guardrails which automatically align the technical design choices with customer objectives. Design patterns remove technical complexity, improving accuracy and increasing speed.

Advanced product-catalogue:

Manage all your products, services, pricing and business rules from a single platform which is easy to configure. Good at handling service aggregation (brokering of services delivered across multiple suppliers). Third party supplier price books, service coverage, technical scoring must be maintained at scale.

Connectivity finder:

Last-mile coverage is systemically checked, enabling you to assess coverage from on-net and off-net last-mile access providers effortlessly in minutes. Handle 1000s of locations in a proposal.

Configure & Optimise:

Solution designs are automatically created and presented for review. Analytics support both technical design and commercial review. You can compare designs rapidly, exploring alternative technical and commercial options with just a click.

Generate Documents:

Automatically generates professional documentation, saving you time, ensuring quality and consistency.

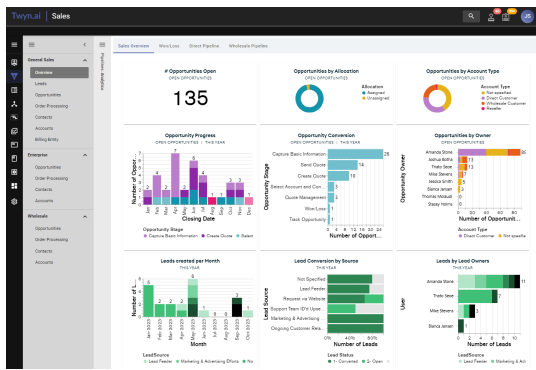
Simplify your quoting process

Twyn CPQ will reduce the number of systems and organisational hand-offs sales professionals need to use during a sales process.

When collaboration is required, simple workflows are able to route activities, tasks or approvals to other team members, ensuring efficient collaboration between teams. Tracking the performance of all involved parties is made effortless, and our automated workflows streamline the approval process.

Furthermore, data synchronisation with your CRM happens automatically, reducing manual data entry and minimising errors.

We also offer integration with digital document signature platforms like DocuSign, ensuring a seamless end-to-end experience.



TYPICAL CUSTOMER SUCCESS:

Accuracy

- 51% improvement in quality.
- 33% reduction in pricing errors.
- 29% reduction in configuration errors.

Quoting Speed

- 29% reduction in the time to generate a simple quote.
- 24% reduction in the time to approve a quote.

Sales Speed

- More than 4x faster sales cycle.
- 20% decrease in the time from quote to close.

Product Launch

- 1/3 time to market with new products.
- Do changes in minutes.

Visibility

- 21% increase in forecast accuracy.

Revenue

- 25% increase in sales revenue
- 29% increase in upsells and cross-sells.

Professional documentation and collaboration

Twyn CPQ provides you with the tools to create and manage professional documentation efficiently. Whether you need quotations, detailed proposals, or bills of material (BOMs), our platform has you covered.

We also integrate with digital document signature platforms like DocuSign, ensuring that your documentation process is both professional and secure.

Additionally, you can store all your documents and communications within the platform, creating a comprehensive record of your order-to-cash flow.



Pricing Model Description

Traditional SaaS pricing model. CPQ capability is priced as a per user subscription charge per month. Additional module and volume discounts are crafted after consultation to align with each customer’s needs and environment.

Some features which make our CPQ special:

Focus on needs!

True customer centric selling. Understand a customer's pain points, solutions preferences and build quotes aligned with their needs.

Guided selling

Solution architect insight is built into guided journeys. Measure performance and optimise.

80/20 rule

Most of the networks solutions (80%) can be designed by following our guided journey. Your solution architects can focus on winning the bespoke and complex (20%).

Quick quoting

Not every quote is complex. Our simple "flash" journeys enable quick quoting, making it easy to sell high volume simple products.

Innovative interface

Neat ways to make the process of quoting effective. From source the data you need (like customer locations) to interacting with your customer.

Coverage check

Check the last-mile access options for every customer site against all your on-net networks and off-net partners.

Supplier quotes

Service aggregators often require quotations from suppliers. We have simplified and automated this significantly.

Deal profitability

Control discounting, mark-ups and deal profitability. Understand the ROI of complex deals. See of profitability changes based on supplier quotes / discounts.

Proposals in minutes

Automatically generate professional proposals based on your collateral, leveraging you look-and-feel.

Easily integrate

Built in integrations to twyn Order Management for service fulfilment (TMF 641 OpenAPI). Easy integration through open APIs to OM systems.

Workflow approvals

Route quotes and proposals using opportunity workflows for technical and commercial approvals as may be required.

Document Management: Twyn provides a powerful document storage system, simplifying access and management of order-related documents.

Electronic Document Signature: Use electronic document signatures to streamline processes.

Customizable Workflows: Easily configure and tailor workflows to meet specific business requirements and ensure seamless operations.

Efficient Work Routing: Twyn efficiently routes tasks between teams and individuals, ensuring optimal resource allocation.

Twyn CPQ brings together these features to provide a comprehensive and efficient solution for Solution Selling, meeting the diverse needs of telecom businesses and enhancing customer satisfaction.

Dive deeper into the capabilities of Twyn and learn how it can transform your telecom solution selling & CPQ at <https://twyn.ai/cpq/>

We would love to help you transform your business!



Twyn is proudly produced by Jurumani Solutions. Please contact us, we are ready for exploratory discussions or demonstrations.

Jurumani delivers impactful solutions to telecoms service providers and ISPs that help you better engage customers, build services and grow revenue.

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