SMART INTEGRATED SALES ACCELERATION SUITE (SISAS)

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Navigate your next

Introduction

Over the years, our interactions with customers have made us aware of the challenges they face when accelerating their sales process through channel partners. Although many companies possess CPQ solution(s), they have not extended it to their channel partners in the most efficient way. To help such companies digitize and accelerate their sales process, Infosys partnered with Yagna IQ to create the Smart Integrated Sales Acceleration Suite (SISAS).

SISAS is an innovative platform that can be integrated with existing CPQ platforms to extend to channel partners with new generation features that will transform your B2B business. With the SISAS platform, you can overcome the shortcomings of traditional CPQ platform(s) and provide channel partners the opportunity to configure and sell your products more efficiently.

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Challenges with Core CPQ, SISAS can Solve…

Many companies implemented CPQ solutions based on business requirements and use cases then. However, these solutions have not kept pace with changes in products portfolio, business model and increasing competition. As a result, they lack some of the key features of modern CPQ solutions.

SISAS is an attempt by Infosys in partnership with Yagna IQ to help companies bridge the gap between existing and modern CPQ solutions.

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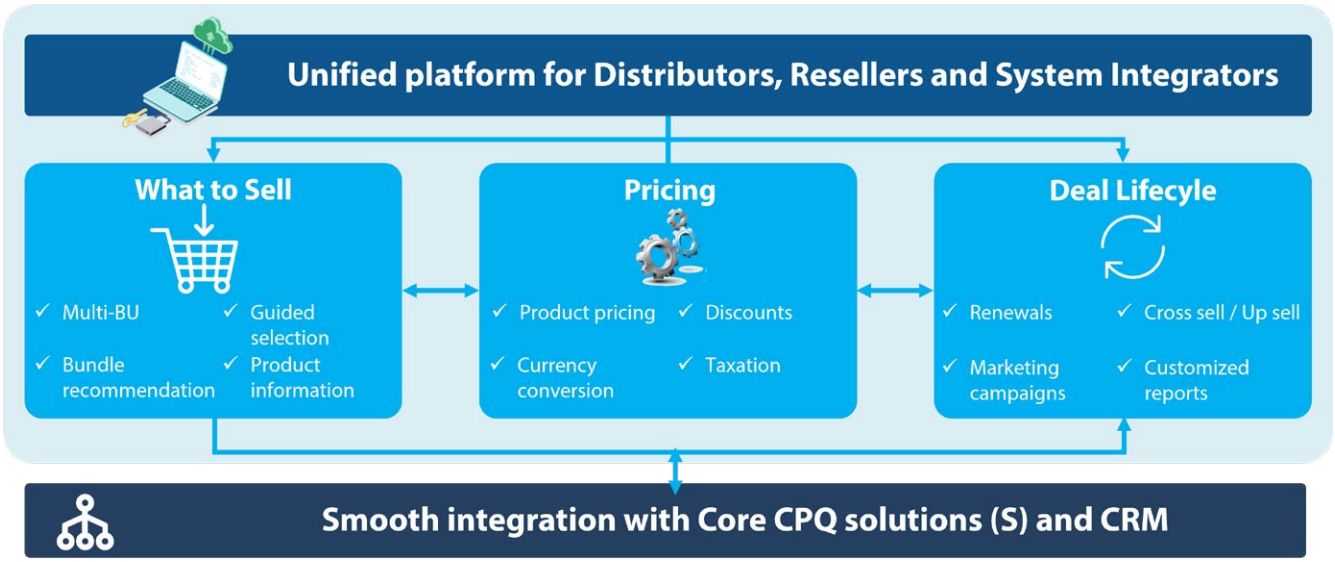
How SISAS Works?

SISAS will integrate CPQ platform(s) providing users with a unified experience and a single point of entry for your channel partners.

SISAS, being an independent platform, integrates with different CPQs but does not share data with the core CPQ running at the product manufacturers without explicit approvals from the channel. This fosters trust with the channel and will make it easy for channel partners to conduct business with you.



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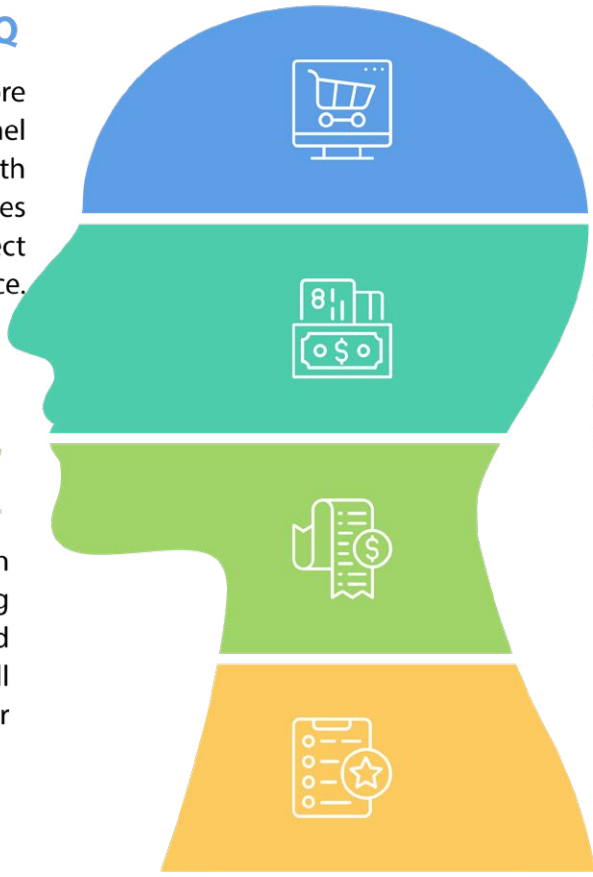
SISAS High-level Features

CHANNEL CPQ

Extend your core CPQ to channel partners with additional features and project management space.



RENEWALS

With zero touch renewals, increase on time renewal by 30 - 50 %

CROSS SELL / UP SELL

Recommendation based on buying pattern and historical install base of a customer

SMART ANALYTICS

Install base explorer, churn analytics, RFM based customer profiling

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Channel CPQ

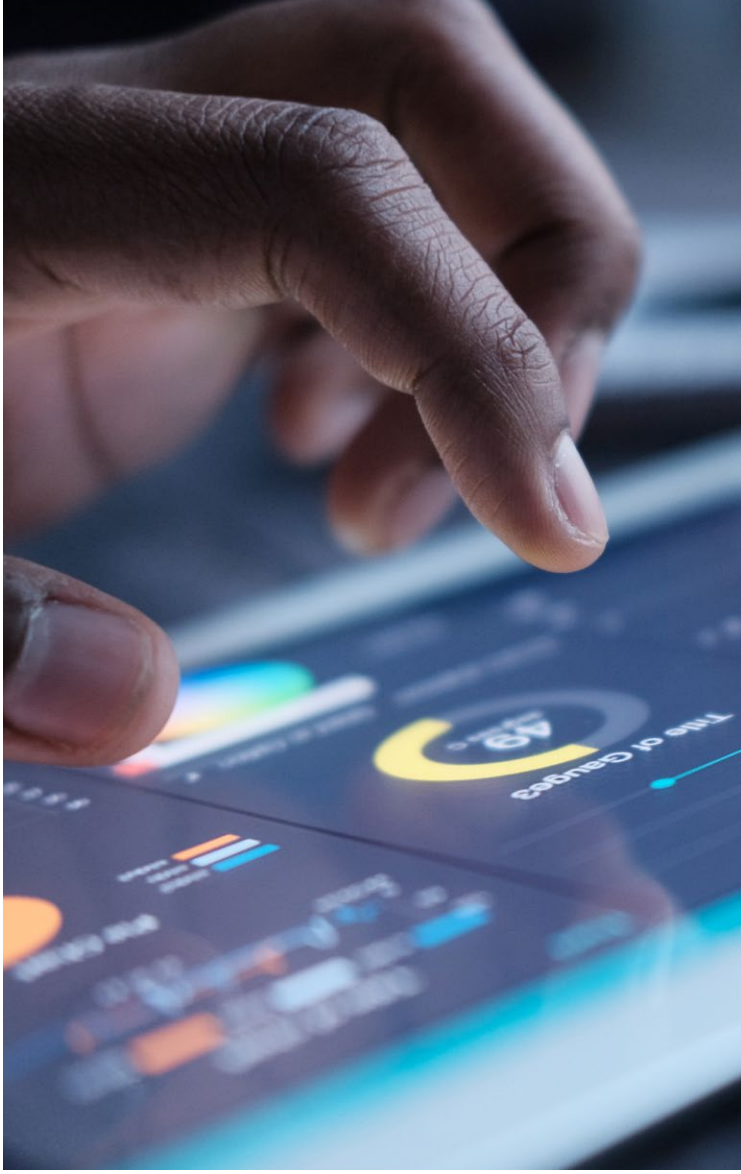
Product Store
Upload product
AI / ML based product recommendation
Associating attributes to products
CNET integration for product info

Discount /Margin
Defining discount / margin profile
Discount / margin based on rule
Discount / margin stack up rules
Margin approval and control

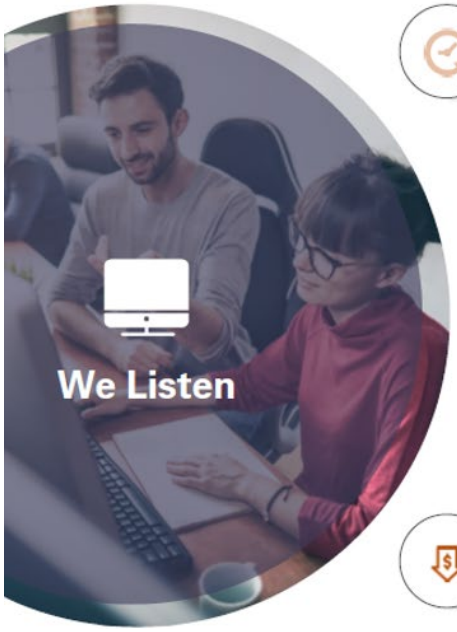
Quotation
Guided selling workflow for quote creation.
Define quote validation with custom T&C
Custom template
Management for quote / proposal

Pricing
Define different pricelist for set of target audience
Live currency exchange fetched from open exchange
Define price validation
Attribute based pricing

Taxation
Defining tax profile
Single as well as double taxation
Different formula for tax
Calculation e.g.: simple, gross up



Zero Touch Renewals



Reactive Renewal Quotes	Solution →	Zero touch Quotes
Cost of Doing Business	Solution →	Productivity Increased. Scale Business without Additional Resource Cost
Ease of Doing Business	Solution →	Mobile App, Zero touch, Auto Distributor Quote, Language Customization
Rare Follow-ups	Solution →	Programable Reminders, Auto Quote Refresh
Low $ Renewal Quotes	Solution →	Proactive Low $ Quotes to Partners

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Cross Sell / Up Sell

Identify Opportunity and Sell to New Customers

Net New Logo

- Identifying New Customer based on the complimentary Vendor data
- Cross Vendor data protected with Yagna's Secured platform

Similar Customers Buy Similar Things

- AI/ML based customer Profiling
- Recommending products based on order history of other customers of same profile

Identify Opportunity and Sell to Existing Customers

Product - Data Augmented Analytics

- Product Refresh based on Product Age and EoL
- Product White Space to identify new Product to sell
- Product XSUS based on Existing Products

Monitor and target products according to customer health

- Identifying Dormant Customers – One who were loyal before but have stopped purchasing in last few years
- Identifying Champions – Customers who are most valuable and active
- Churn Customers – Customers who are on the verge of churning to competitors

Built on Yagna AI/ML Engine

*IB – Installed Base Data

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Transformational Value / Benefits

For more information, contact askus@infosys.com

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