

ATG, A Cognizant Company:
Salesforce CPQ and Billing Implementation

Case Study: Podium

ATG, A Cognizant Company deploys Salesforce CPQ and Billing, replacing Zuora and Vantiv

Industry: SaaS

Services: Customer Interaction Management

Goal:

Podium needed to upgrade their end-to-end revenue system to keep up with their accelerated pace of business.

Business Summary

Client

Podium is a privately-held technology company headquartered in Lehi, Utah that develops cloud-based software to help businesses modernize customer interactions and improve their on-line reputations. Examples of products include interaction management via messaging, reviews, web-chat and customer feedback.

Business Case Solution

ATG deployed Salesforce CPQ and Billing to automate and expedite cumbersome manual processes. Other business case factors included subscription management challenges, product catalog proliferation management and lack of standardized discounting across products and customers causing confusion and extended time on process.

ATG Solutions and Tools

Implementation Services

ATG worked with Podium to move away from current billing solution to Salesforce Billing. Advanced Approvals were implemented to ensure sales are financially sound. Sales visibility improved across leadership channels.

Managed Services

Automated order and contract creation once a deal is sold is now automatically facilitated within the system. ATG introduced a tiered pricing and discount schedules solution, ensuring customers were receiving a consistent billing rates.

As well as enabled custom billing arrangements across customer segments, including parent/child, resellers, partners, and custom billing relationships across nonlinear hierarchies, creating consistency and uniformity across their solutions

Results and Impact

ATG Enabled custom billing solutions for Podium which now allows scalability, consistency across Salesforce billing and Salesforce CPQ.

Results



Reduced product catalog from several hundred down to 30 products



Reduced the feasible quoting time from 9-10 minutes to less than 2 minutes



Average deal sized increased by \$45 per month per deal



Increased the speed of quote process as a whole



Consolidated subscription management to a single application, eliminating confusion and creating consistency



Standardized discounting across products and customers



First ever rip and replace of Zuora ZQuotes and Zuora Billing with Salesforce CPQ and Billing