

## THINK BIGGER WITH TOTAL COMMERCE

*Streamline your systems and processes while driving revenue and margins higher.*

Total Commerce is a transformational, omnichannel purchasing experience. It elevates transaction productivity and intelligently combines direct, partner, and self-service channels. Total Commerce goes beyond quote-to-cash (Q2C) with configure-price-quote (Q2C) software plus a suite of applications, as well as data and process improvements. Few initiatives impact revenue and margin more directly, or come with clearer ROI, than Total Commerce.

### EVERYBODY WINS WITH TOTAL COMMERCE.

#### Better for Business

- Increases sales productivity and top-line revenue
- Supports new selling and recurring revenue models
- Improves margins by eliminating leakage
- Reduces operational cost of sale (CAPEX and OPEX spend)
- Streamlines quoting and identifies upsell opportunities
- Makes compliance with new accounting rules easier
- Frees reps to pursue new customers and bigger sales

#### Better for Buyers

- Empowers customers with unprecedented control
- Simplifies and automates the purchasing process
- Provides more and better self-service experiences
- Projects one face to customers across all channels
- Ensures unified products, pricing, and order management
- Makes buying and modifying subscriptions easier

### YOU'RE 6 STEPS (OR LESS) AWAY FROM DELIVERING TOTAL COMMERCE.

- 1. INITIATION:** Gain a holistic view. Document and analyze current processes, data, and governance issues.
- 2. DEFINED:** Project investments to systematize core business functions. Consolidate software vendors.
- 3. COLLABORATIVE:** Align and scale siloed processes and systems in marketing, sales, service, customer success, and finance.
- 4. INTEGRATED:** Implement end-to-end processes with minimal manual intervention. Develop a governance committee.
- 5. MANAGED:** Centralize data management. Set up reporting, analytics, and feedback. Monitor and refine.
- 6. OPTIMIZE:** Further automate functions leveraging machine learning and AI. Continually optimize systems and processes.

Learn a little more about Total Commerce.

[Download Free Whitepaper](#)

#### Total Commerce: Delivering Beyond Quote-to-Cash

See the outsized impact Total Commerce has on revenue and margin, plus learn more about implementing Total Commerce.

