

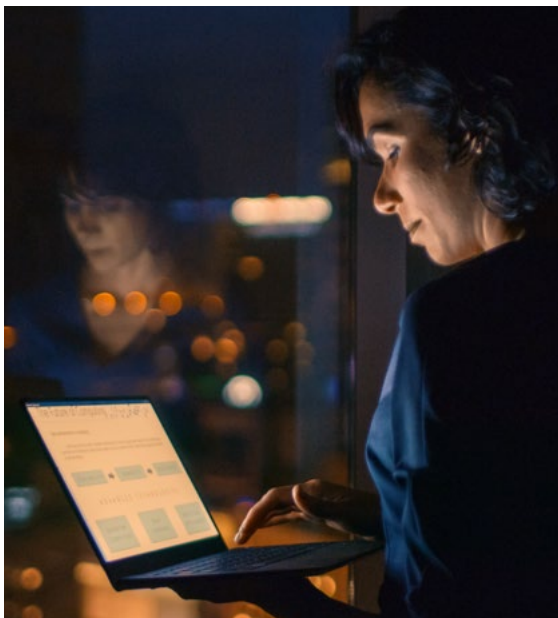
Quoting Driven **Business & Digitization** in the United States

American B2B manufacturers have historically relied heavily on manual quoting. Upgrading to an e-commerce system with self-service quoting is the key to meeting your customers' expectations.

Status quo

Quotes are an integral part of any U.S. manufacturing business, with B2B clients often seeking to discuss order pricing specifics.

Quotes can be requested or used for defining agreed-upon pricing and services, as well as any other commercial or contractual terms based on order volume, or for products or services that don't have pre-defined pricing. This typically involves a complex approval process shared across multiple stakeholders.



Challenges for legacy quoting driven businesses

- Costly and time-consuming with manual input.
- Difficulties with online customer adoption due to continued manual handling of quotes.
- Scaling the business is therefore expensive and slow
- Challenging management of processes and interactions for multiple users on both the buying and selling side.
- Adopting a seamless and self-service conversion of quotes into digital orders.
- Lack of data transparency with quotes being stored in ERP or CRM systems that are disconnected from commerce and order management systems.

Benefits & Values of Digitized Quoting for U.S. Manufacturers

Efficiency & process optimization

- Seamless communication between all stakeholders
- Full traceability of the quoting process
- Improved negotiation / pricing cycles

Cost reduction

- Reduction in process cost due to little to no "manual" interaction

Increase conversion & revenue

- Create quotes quickly with data stored to ERP and CRM systems
- Seamless quote to cart conversion
- Addition of cross-selling and upselling
- Improved reordering processes
- Self-service quotes convert into digital orders

Customer stickiness

- Stronger business relationships
- Increased convenience
- Improved efficiency



Spryker Capabilities

Quotation Offer & Offer Management feature - part of the B2B Solution with Spryker Cloud Commerce OS

Our feature supports all functionalities of the price engine and product capabilities, such as:

- Volume pricing
- Customer-specific pricing
- Measuring and packing units
- Product options
- Online quote request
- Quote review / approval
- Quote creation
- Quote validity
- Conversion of quote to order
- Quote management seller
- Quote management buyer
- Seamless and self-service conversion of quotes into digital orders
- ERP, CRM and back-end system integration

Customers

 KRONES

 SIEMENS
Healthineers

 SLV

 BANNER

[Request a demo here](#)

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