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Richard Kenny, Group IT Director, Techbuyer

The Techbuyer CTO server configurator tool has allowed our customers to **configure and quote simply and quickly** for the servers that they need. **Customers can self-serve** when it suits them, and we can turn around orders quickly and efficiently, improving **customer satisfaction and our bottom line.**”



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Service

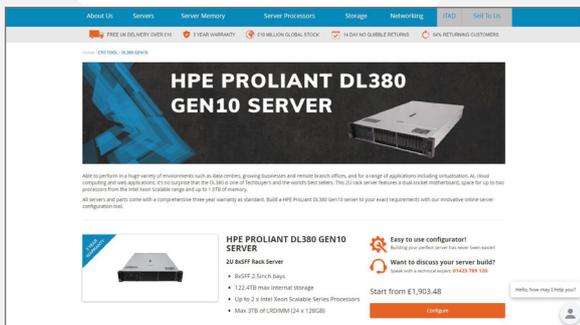
channelcentral built, maintains, hosts and supports a **Configure to Order (CTO) Configure Price Quote (CPQ) service** for Techbuyer staff and customers. The portfolio supported is currently HPE ProLiant Servers. It's a global tool supporting a global portfolio, multiple currencies, and multiple number formats.

Background and challenges

Techbuyer is a global leader in the buying, refurbishing and selling of Data Center equipment, including servers, storage, networking and associated components. Often referred to as 'refurbishment', this business provides an opportunity for companies to dispose of IT Equipment securely, and for other companies to save costs in their IT infrastructure by purchasing products that have been refurbished. Techbuyer is a Global Business with locations in USA, UK, France, Germany, Australia and New Zealand. Techbuyer offers 150+ brands including HPE, Dell, IBM and Cisco.

► What was Techbuyer's business issue?

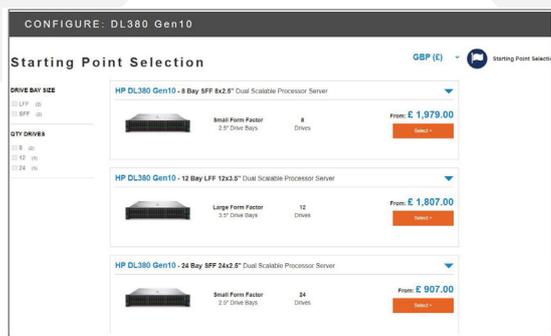
The fantastic growth in business has meant that Techbuyer's Sales Teams are **inundated with requests for quotations**. However, most quoting tools only include current products from a vendor. Quoting products that are older than a few years, and often **merging older systems with newer "after-market" components**, is more complicated than merely quoting new systems.



The complexity of server builds means that experienced and technical salespeople are usually required to get a working configuration.

Customers often want to start the process themselves but have limited opportunity to build from the ground up as most configurators start with a basic bill of materials.

This lack of an available start point means that customers have less flexibility than can actually be accommodated by Techbuyer's Technical Build Specialists. As HPE is a leading brand for Techbuyer, it was essential to provide Techbuyer customers as much choice, assurance and flexibility as possible for that vendor.



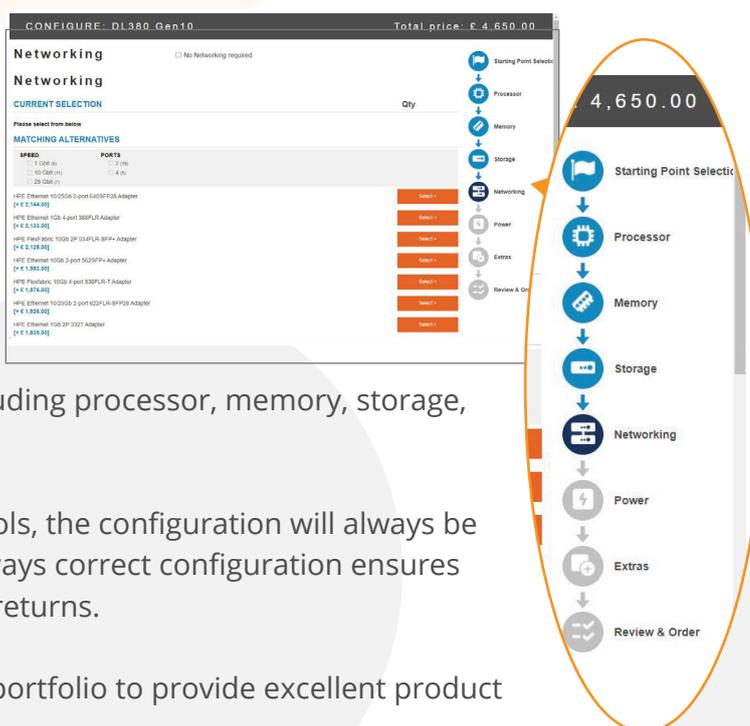
► What other possible solutions were available?

The only tools to quote for Techbuyer products were spreadsheets and PDF documents. There was no "eCommerce-ready" solution available. Other CPQ vendors were unable to provide the data which meant that Techbuyer would have to fund managing a very complex and broad set of products and rules.

Solution

Techbuyer has been an iQuote user for many years and saw first-hand how it transformed the process of quoting for new IT infrastructure from HPE. iQuote is the Configure Price Quote (CPQ) tool created by channelcentral for HPE Servers for the IT Channel. As iQuote has been in service for over a decade, it retained all the legacy systems' data (option compatibility, configuration rules, localization, etc.). The iQuote service, however, only shows the current portfolio by design.

Techbuyer contacted channelcentral to find out what might be possible to meet its needs. channelcentral proposed, and then built a **CPQ plug-in 'wizard'** that guides Sales and Customers through the process of quoting. The wizard takes end-users **step by step through the quotation process**, building the configuration, with the option to add accessories, including processor, memory, storage, networking and power supplies.



As with all other channelcentral CPQ tools, the configuration will always be **validated to function on delivery**. Always correct configuration ensures customer satisfaction and fewer costly returns.

channelcentral has enabled the legacy portfolio to provide excellent product coverage.

Implementation and Benefits

The "Techbuyer Configure to Order (CTO) Tool" is available for free from Techbuyer's website using a simple registration form. The wizard is accessed via 'deep linking' from the Product Family (e.g. HPE ProLiant DL380 Gen 10), so it's straightforward to find.

channelcentral hosts, maintains, develops and provides reporting on the CTO Tool, allowing Techbuyer to concentrate on selling and delivering a high-quality service to its global client base.

End-users of the Techbuyer CTO tool are typically IT personnel purchasing for their organization. **End-users can self-serve**, and the wizard function makes the configuration and quotation process uncomplicated, **offering all in-stock products and accessories available**. Mail-in orders or export to PDF are supported. If customers are unable to match their requirements, they can ask for a Sales Rep to call.

Ongoing Improvements

As the tool is supplied via **Software as a Service (SaaS)**, channelcentral is on hand to deliver enhancements. Currently, to support Techbuyer's growing global customer base, channelcentral is working to offer **multiple currencies** in the Techbuyer CTO configurator. In addition to Pounds Sterling, customers will soon be able to generate quotations in Australian Dollars, Canadian Dollars, New Zealand Dollars, and US Dollars. It will also be possible to set a default currency.

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Matthew Toms, Head of Development, channelcentral.net

We enjoy working with Techbuyer. This is a company that understands its market and provides a vital service, not just for customers, but also to maximize the lifespan of IT Infrastructure, saving valuable resources.

The utilization of the Techbuyer CTO Configurator is high, showing that Sales and Customers value the benefits it provides. We would recommend Techbuyer, and from the many five-star reviews, many other companies already do.”



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About channelcentral

channelcentral is a highly focused and dynamic software provider for organisations in the IT Channel.

 **CHANNELCENTRAL.NET**
TECHNOLOGY BUSINESS SPECIALISTS

channelcentral's key strength is its expertise and ability to take complex data sets and provide user friendly tools that provide fast, accurate and relevant product and service quotations for Manufacturers, Resellers and Distributors in the IT Channel. channelcentral services enable companies in the IT Channel to become more efficient, profitable and easier to do business with. channelcentral is a leading Configure, Price, Quote (CPQ) Software as a Service (SaaS) Company with clear specialisms in the IT Industry and eCommerce environments.

For more information on channelcentral services go to
www.channelcentral.net

