

# SIMCORP'S QTC JOURNEY

*FROM TRACKING PRODUCTS TO DRIVING REVENUE & PROFIT*

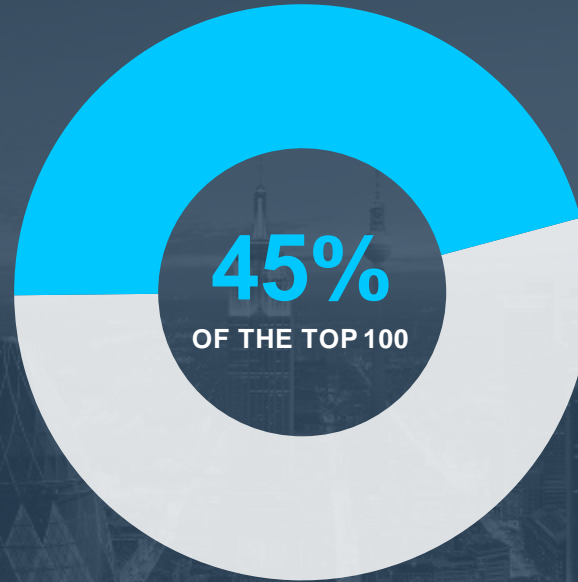
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# SIMCORP IN A SNAPSHOT

SERVING THE TOP INVESTMENT MANAGERS WORLDWIDE



Key contacts:

- CEO, COO, CTO, CFO
- Business department heads

SOURCES: Towers Watson: The Largest 500 Asset Managers year end 2014; Towers Watson/P&I: 300 largest pension funds year end 2014; Top 50 sovereign wealth funds as of November 2015 (from [swf.org](http://swf.org))

# SIMCORP DIMENSION<sup>®</sup> IS A FRONT-TO-BACK SYSTEM

## SEAMLESSLY INTEGRATED ACROSS YOUR OPERATIONS

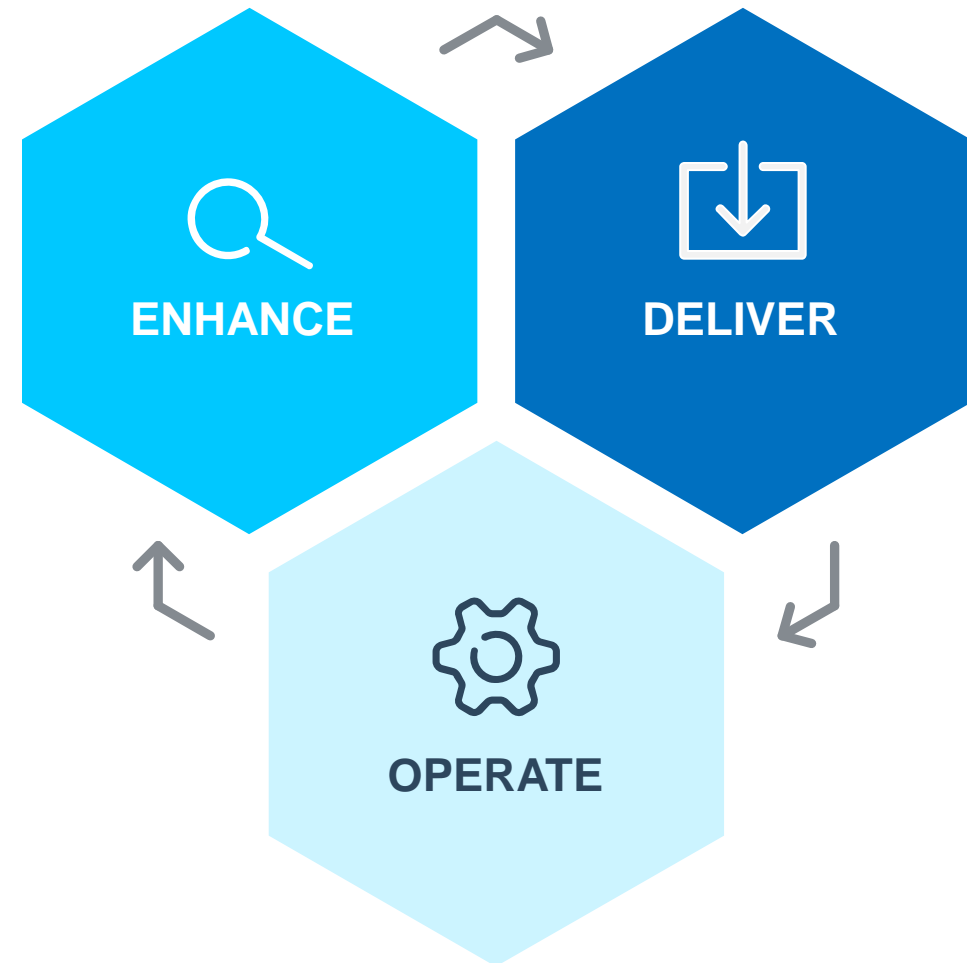


*SimCorp serves the fast moving financial services sector.  
Time to market for new financial products is key.  
Customers face a tsunami of regulations.  
→ Partnering with customers is critical to SimCorp's ability to stay ahead*

# A TECHNOLOGY-ENABLED SERVICE PROVIDER

CUTTING EDGE INVESTMENT OPERATIONS THAT SCALE ON DEMAND & OPTIMIZE TCO

- On-boarding and configuration
- Reference data management
- Business operations support
- Education services
- Regulatory compliance
- Hosting infrastructure & operations
- Upgrade validation & test
- Health checks



# SIMCORP'S CPQ JOURNEY

## CONFIGURE-PRICE-QUOTE

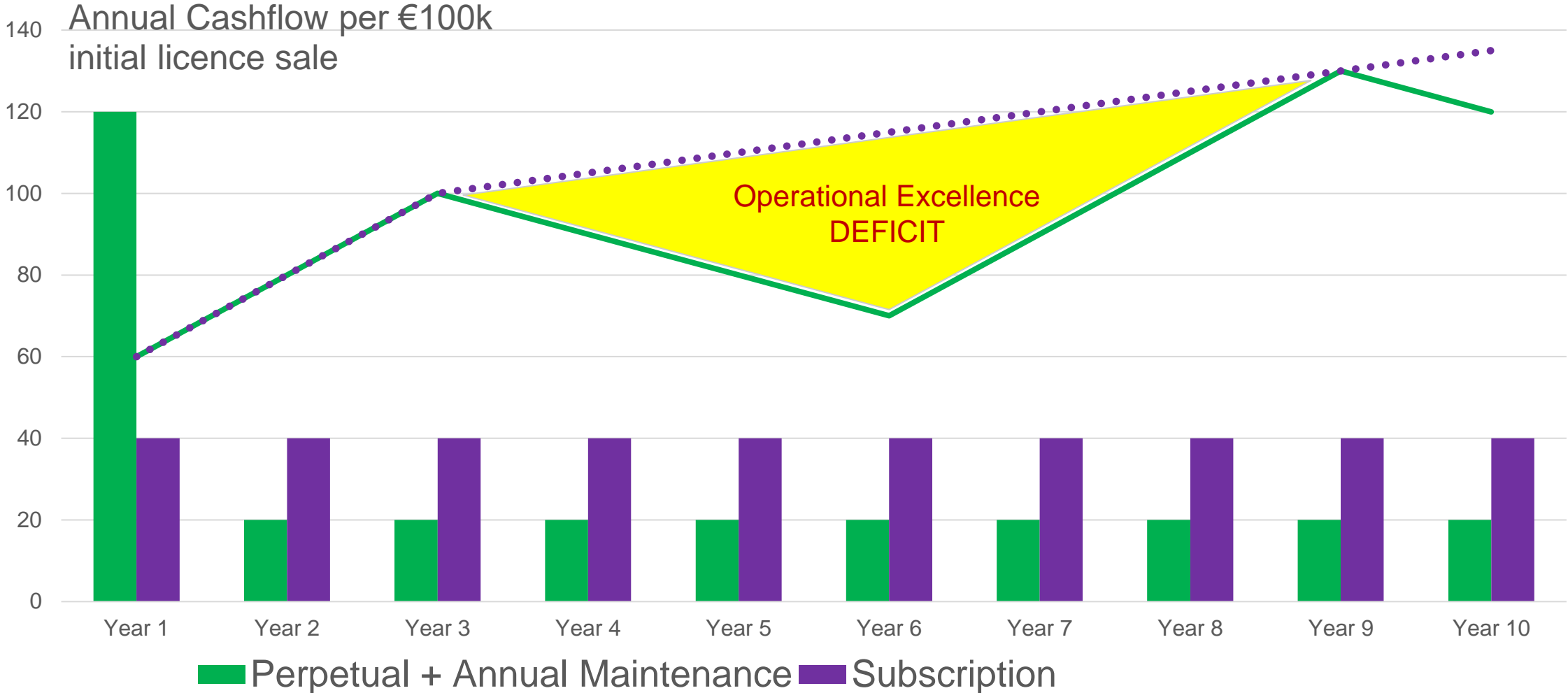
### 2016

- Software deployment system based on Siebel and extended to support quotes for Sales
- 1200+ software modules sold as perpetual licences plus annual maintenance
- No systematic discount approvals process
- No link from software sales to project services or to managed services
- Very bespoke system that was “worked around” by Sales and required heavy support from IT

### CPQ Aims

- Switch to subscription-based contracts for all new name customers and for new services
- Move all Sales operations to a common platform and halve the time spent by Sales with ‘systems’
- Ensure all discounts are checked & audited
- Create one unified price book for everything that the company sells – potentially in each quote
- Improve data quality for pipeline reporting & analysis
- Leverage market best practices, not customise

# WHY MOVE TO SUBSCRIPTION-BASED SERVICES?



# CHALLENGE #1

## CREATE SUBSCRIPTION PRICE MODEL ALONGSIDE PERPETUAL PRICING

- Needed to move the old price model and assets to a new system and implement a new pricing model.
- Needed a CPQ system to support both the old '*imaginative*' price model and a forward-looking framework.
- Finding the right level to bundle smaller products & services into larger packages is an on-going task.
- Pressure to mix-'n-match was high.
- Sales engineers and project consultants are transitioning to the new model at a slower pace.



# CHALLENGE #2

## UNIFY PRICE BOOKS ACROSS ALL PRODUCT AND SERVICE LINES



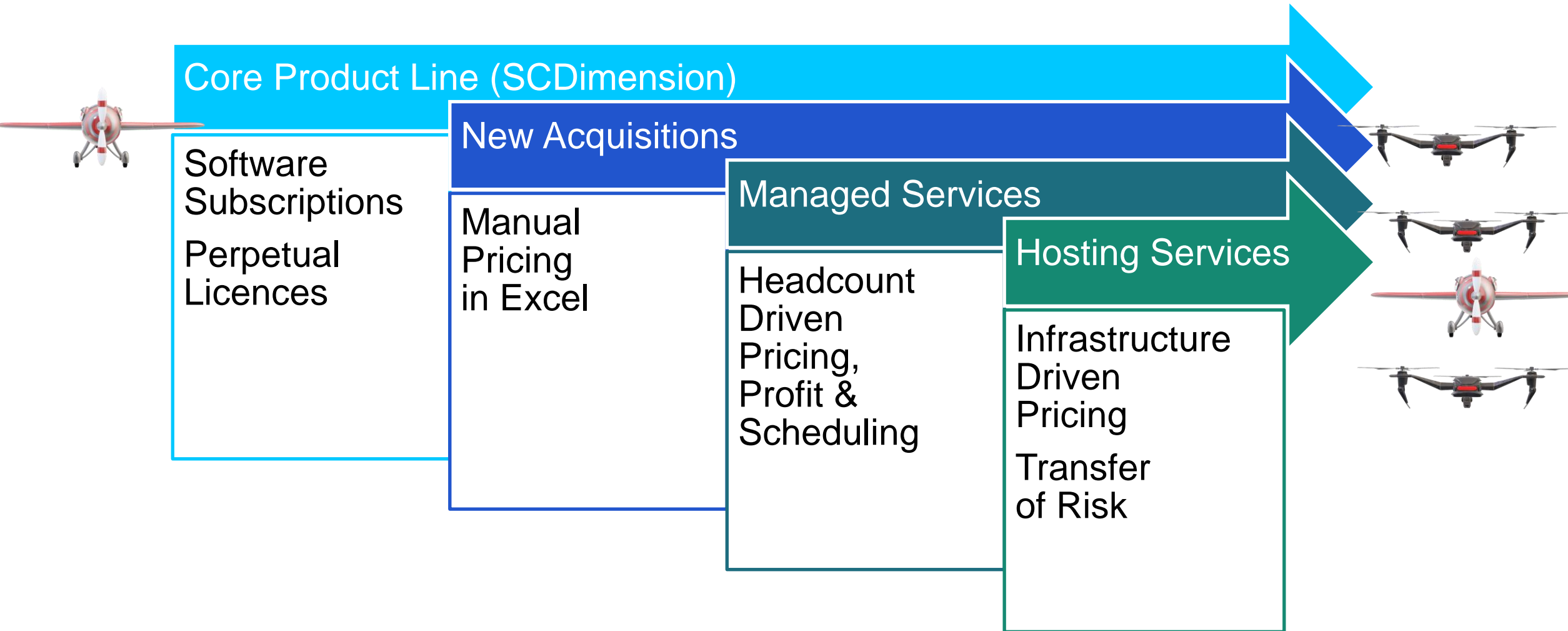
### Core Product Line (SimCorp Dimension)

- Establish subscription price model
- Maintain perpetual pricing for existing clients
- Introduce management discount controls
- Streamline workflows for sales users



# CHALLENGE #2

UNIFY PRICE BOOKS ACROSS ALL PRODUCT AND SERVICE LINES



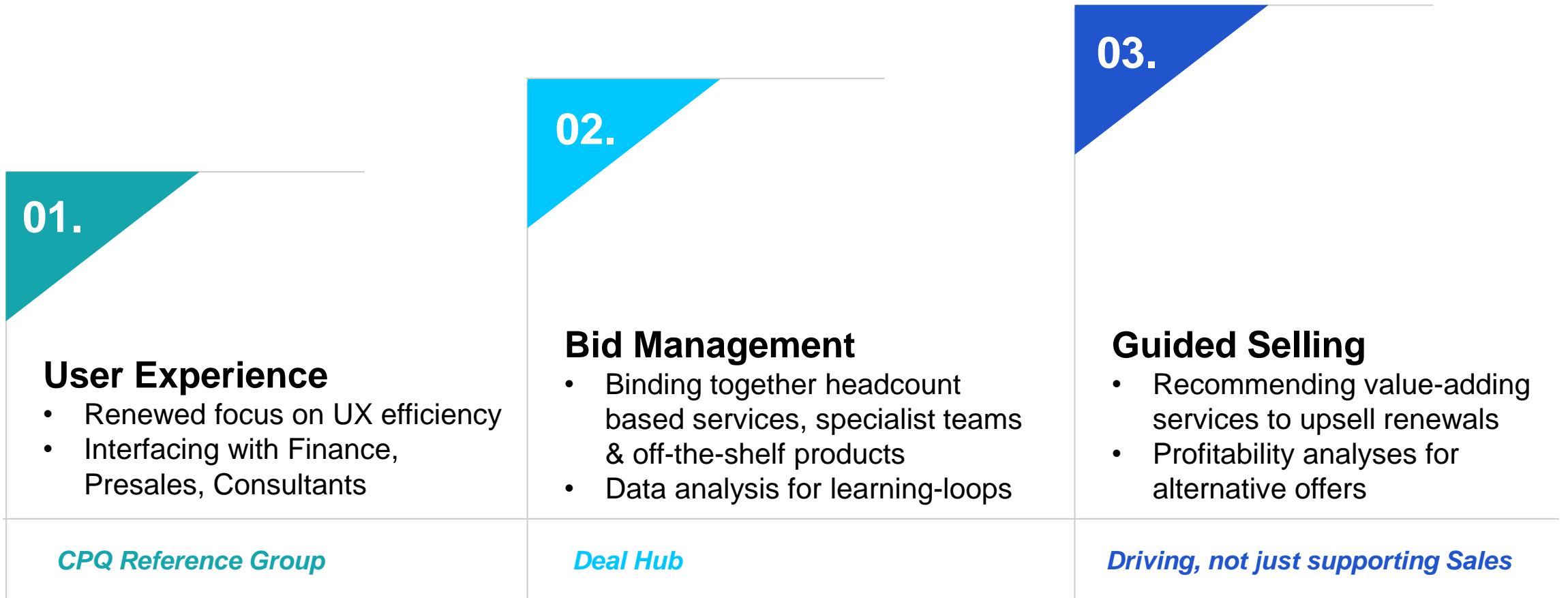
# CHALLENGE #3

## DISCOUNT APPROVALS AND MANAGEMENT OVERSIGHT

- The new CPQ system immediately imposed a hierarchy of discount authorities.
  - Enables Sales management to push back on discounts requested by field Sales, ...
  - But also requires Product Management to justify the list price level and provide supporting information.
- Once better quality data on product turnover and discounting is available to Sales management, the appetite for statistics is endless.
- With better control over revenue, the focus then switches to profitability.



# WHERE ARE WE NOW, AND WHAT'S NEXT?





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