

## Press Release

April 2019

### **Standard API to integrate Salesforce and the camos CPQ system**

**Stuttgart, April 26, 2019** - The CPQ provider camos Software und Beratung GmbH and the management and technology consultancy BearingPoint are now offering an API to integrate the camos CPQ solution into Salesforce. With it, both systems work together seamlessly to create extensive offers. camos will release the API for other CRM systems in the coming months. "The joint development of the interface with BearingPoint represents another milestone in our partnership and in the expansion of our CPQ solution. Our customers benefit from the extensive experience of both companies in the digitalisation of the sales process and the integration into Salesforce CRM", says Armin Hespeler, Head of Sales and Marketing at camos. "For BearingPoint, this interface is an important component in the development of CPQ competencies and the consistent development of our partnerships with Salesforce and camos", adds Alexander Broj, Partner at BearingPoint.

### **Synergies between CPQ and CRM through seamless integration**

Both CPQ and CRM systems are indispensable, especially when there are complex and varied B2B products to be distributed. Purchase decisions in this field are generally met by several people – often members of a "buying centre" – and decision-making is a lengthy process. In order to keep track of the distribution process, an important prerequisite is a CRM system with consistent and well-structured documentation of the information exchanged between contacts.

At the same time, it is in the nature of varied B2B products that they need to be individually configured to meet customer requirements. This configuration process, pricing and the creation of appealing offer documents can be optimally catered for using a CPQ system.

The full potential unfolds when the advantages of CPQ and CRM are used holistically and both worlds are closely linked via automated data exchange: In such case, the CPQ system accesses customer-specific information from the CRM system in the course of product configuration, pricing and quoting.

### **Reduced development effort**

As an "out-of-the-box solution", the standardised interface camos connect CRM for Salesforce has the advantage that a high quality standard is ensured by numerous tests: there is no time-consuming, individual development for Salesforce interface within the project. Fields relevant to data exchange can be connected via an intuitively operable mapping interface.

## About Bearing Point

BearingPoint is an independent management and technology consultancy with European roots and global reach. The company supports its clients in both strategic and technological challenges relating to the transformation of their business. BearingPoint operates in four areas: Consulting, Solutions, Business Services and Ventures. **Consulting** includes the classic consulting business; **Solutions** develops its own software solutions in the fields of digital transformation, advanced analytics and regulatory requirements; **Business Services** offers companies services based on software solutions; **Ventures** drives the financing and development of start-ups. BearingPoint's clients include many of the world's leading companies and organisations. BearingPoint's global network of more than 10,000 employees supports clients in over 75 countries, working with them to deliver measurable and long-term business success.

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## About camos Software und Beratung GmbH

With [camos Quotation](#) and [camos Configurator](#), Stuttgart-based camos Software und Beratung GmbH has developed one of the leading CPQ software solutions (Configure Price Quote) for quotation generation and [product configuration](#) in the B2B market. camos is the competent partner for customised design, implementation, integration and introduction of [CPQ solutions](#). [Prestigious customers](#) with technically sophisticated products such as Siemens, KONE, Liebherr and MAN are using the software on a global basis, both as a mobile application for field sales and also integrated within ERP systems (e.g. SAP ERP) in-house. With around 100,000 named users, particularly in the field of mechanical and systems engineering, camos is the foremost provider in Europe within this segment.

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