



Why Aren't Standard CPQ Systems Cutting It for Telcos?

Years Ago

Forward-thinking telcos adopted configure-price-quote (CPQ) systems to streamline the quote-to-cash process in their enterprise business.

Today

Most telco leaders say their CPQ systems are falling short.



85%

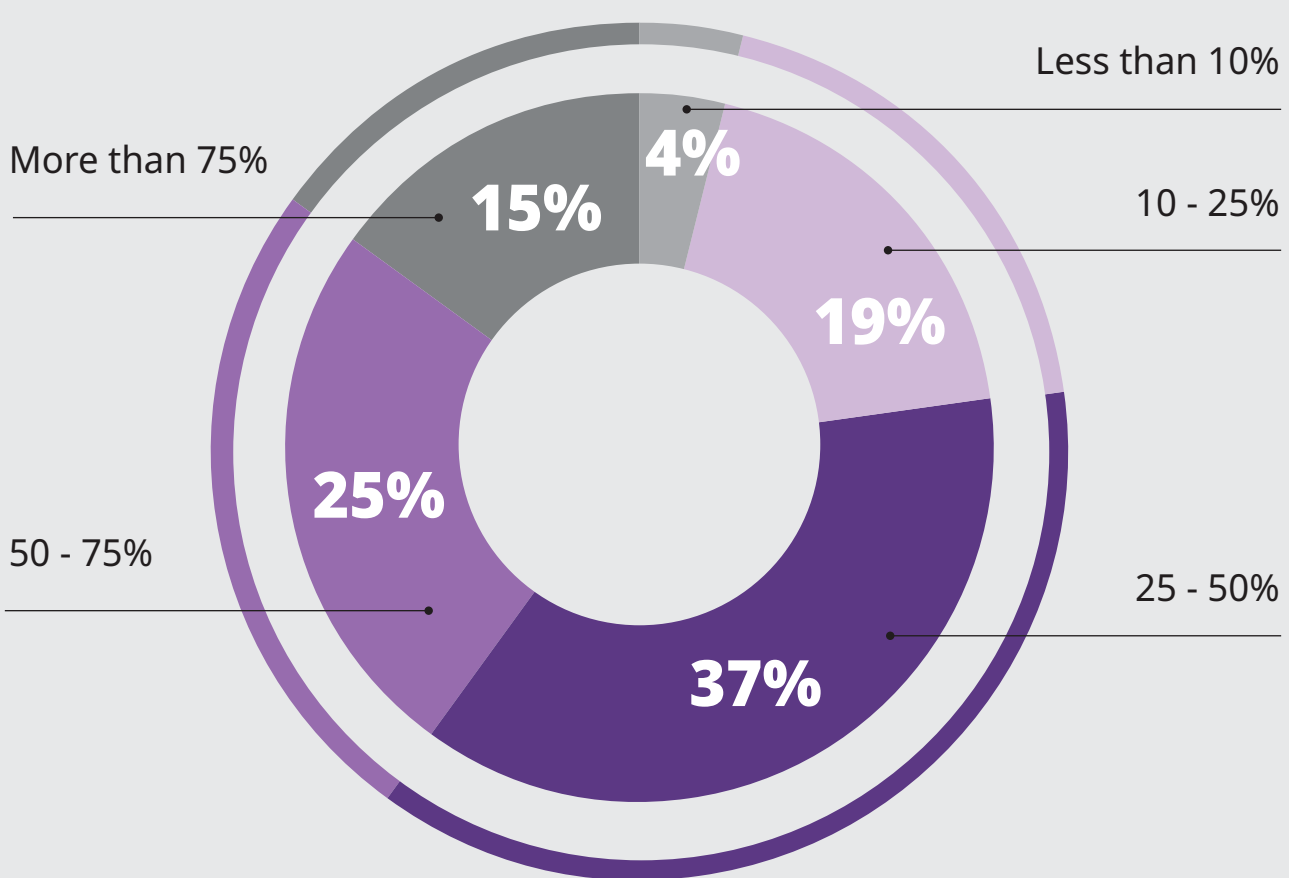
say their CPQ systems **meet fewer than 75%** of their requirements

60%

say **fewer than half** their requirements are met



Does Your Current CPQ System Meet All the Requirements?



Qualification inaccuracies

48%

flag this as a priority issue

Delayed response times

50%

say quotes take more than 3 days

Uncertainty about profitability

Over 25%

lack real-time visibility of margins



Where Are Their CPQ Systems Failing?

Incomplete catalog

44%

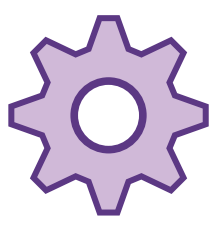
call this a concern

Limited support for inflight order changes

48%

say this needs improvement

What's Causing These Capability Gaps?

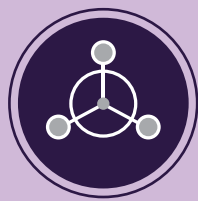


Many telcos are using generic or off-the-shelf CPQ solutions.

Non-telco-specific solutions often STRUGGLE TO:



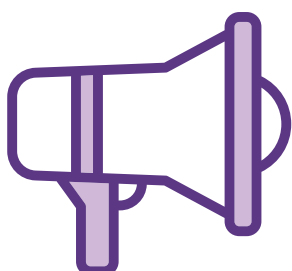
Handle complex product catalogs



Seamlessly connect with BSS/OSS systems and other key platforms



Generate complex quotes quickly



Telcos Don't Have to Accept These Shortcomings

And if they want to stay ahead in enterprise, they shouldn't.

Learn Appledore's five recommendations for assessing a CPQ system and the value of a purpose-built CPQ solution.

[Read the report now](#)