

## Products

salesforce sales cloud

salesforce app cloud

PROJECT PULSE

## Industry

Media & Advertising

## Profile

PRIMEDIA Inc. is the parent company of Consumer Source Inc. & the leading internet media company serving millions of buyers via internet, mobile and print solutions: including Apartment Guide, Rentals.com, & Rent.com (an eBay company).

## Company Size

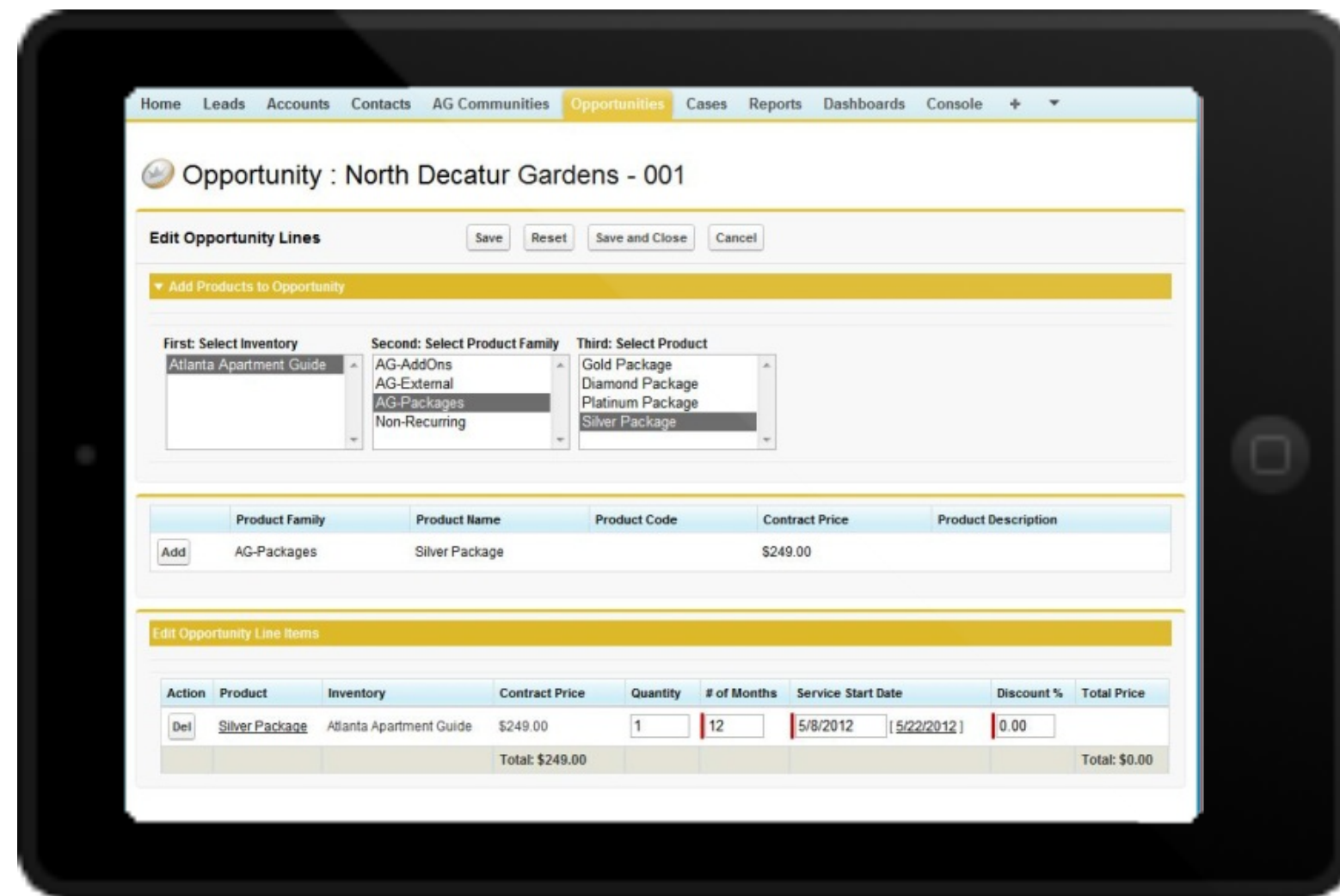
700+ Employees

## Location

Atlanta, Georgia

**PRIMEDIA**  
The Targeted Media Solutions

**Rent.com**  
an eBay company



## Custom Web Service Integration & Pricing Automation in the Cloud

### THE CHALLENGE

- Primedia was using Oracle CRM, but found it lacking in flexibility and functionality
- Staff members were doing duplicate work due to disconnected systems
- Lengthy cumbersome quote processes
- Inaccurate historical reporting
- Inefficient sales process, with manual processes leading to delays
- On-premise technologies not embraced by field

### THE SOLUTION

- Configero led a 600+ Enterprise Edition user deployment across sales, service and management
- Automated lead, quote approval and opportunity creation processes, including dynamic discount/pricing controls
- Created custom pricing matrix to fit unique cost and forecasting model
- Implemented Case Management for billing and collections
- Configured mobile access and trained field users on best practice utilization

### THE RESULTS

- High adoption from both sales and service reps
- Management leveraging advanced real-time analytics that deliver accurate, timely KPI/trend reporting
- Improved revenue management from more accurate pipeline, billing data
- Quote processing time cut in half, resulting in big user adoption win
- Seamless transition of sales and service operations to the Salesforce platform

configero