

QorusDocs Value Management Software Transforms Siemens DI's Sales Process with Streamlined and Standardised Business Case Creation

Siemens DI adopted QorusDocs Value Management software to bring structure and consistency to how they develop business cases for complex, high value solutions. Previously, there was no standardized approach, making it difficult to respond efficiently when customers required justification for investment.

With QorusDocs Value Management software, Siemens can now quickly create clear, structured business cases that help guide customer conversations around ROI, payback and long-term value. What once took significant time and varied by approach can now be delivered in hours, with reusable templates and industry specific use cases improving efficiency and consistency.

Benefits include:

- A standardized and repeatable process for building business cases
- Faster creation of customer ready outputs using templates and pre-defined value drivers
- Clearer communication of ROI and financial impact, shifting focus away from price
- More structured and confident handling of customer requests for investment justification

Before QorusDocs Value Management software: The Challenge

Siemens DI provide process modelling simulation solutions for large enterprises within the chemical and life sciences industries. Due to the complex nature of their solutions, the sales cycle is usually long, and the majority of their customers will need to justify the investment as it will significantly change how they are currently doing business. This usually results in internal conversations by their customers ensuring they have the budget to invest, they have the motivation to change, and finally, they have the culture to adopt Siemens solutions. A typical element within this process would also be to develop a business case.

Before getting started with QorusDocs Value Management software, Siemens did not have a common or standardised process for creating business cases, which meant that when a customer asked for one to justify their solutions it was a challenge, and new methodologies were constantly being developed. After seeing the success that the UK team were having using QorusDocs Value Management software with their customers, Jose wanted to find out more to see if it could solve the issues that they were currently having.

The Solution

Following some familiarisation sessions with the UK team, Jose and his team were up and running with QorusDocs. Within a couple of hours, they had prepared business cases that were ready to be shared with customers so they could go through the Siemens investment together.

"In the first day I had a real case that I was able to share with my customer and navigate together to show all the potential savings they're going to have by adopting our solutions; how the investment looks, how their financials look for ROI, payback. All the things supposedly we think our customers or prospects know, but often they don't."

QorusDocs Value Management software has helped Siemens to be more structured in the way they organise and prepare business cases. Now, when a request for a business case comes in, the team know how to handle it and what they need to do. It has also helped to standardise their response to business case requests as they have industry use cases and templates that can be re-used for relevant customers, making the whole process easier and more efficient for the sales team.

Finally, QorusDocs Value Management software helps Siemens to justify the cost of their solutions as the conversation is taken away from being just about price. They can now easily and visually demonstrate the benefits and ROI of their solutions, so pricing becomes a secondary discussion.

What is your favorite QorusDocs Value Management software feature?

"I like all the options we have for defining the savings. You have the groups of categories of savings and then all the pre-defined savings options. This helps us to think about the areas we are going to see savings with a prospect or customer. It also helps us to capture everything, because if you try to come with what you have in your mind, you're going to miss something. Using QorusDocs Value Management software, you can go through the benefits one by one. My customers are going to have savings here or there, and in some cases, we have options where the customer will actually make more money, not only savings in labor or other areas. So, this is what I like because it helps to have a comprehensive business case."

What are the reasons you recommend QorusDocs?

"I would recommend QorusDocs Value Management software because it is easy to use. It's really delivering what you need if you have to prove the financials of an investment. And that's the case for many of my clients. It's also a way to increase or improve the customer experience because when they get to the point of asking you for a business case, they get something which is very professional. So normally they are impressed with what QorusDocs Value Management software can do."



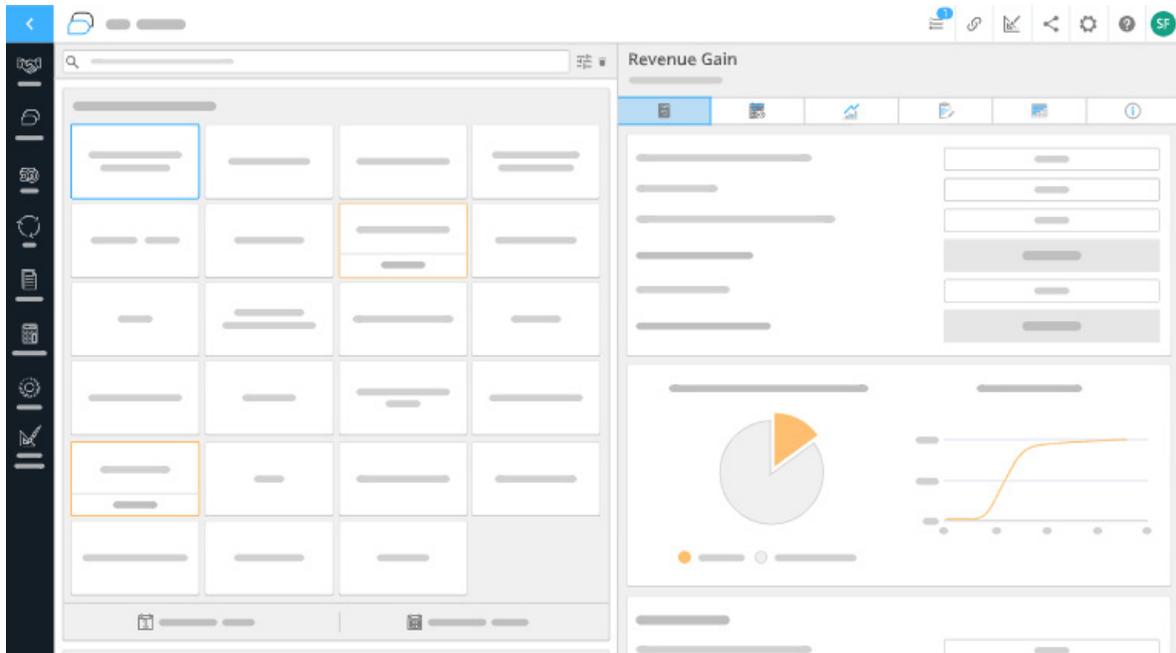
"QorusDocs Value Management software is helping us to be more structured in how we organise and prepare business cases and also to standardise the way to do it."



Jose Roberto Manzano
Head of Sales - North America
Siemens Digital Industries Software

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