

Next Generation Quoting at Agilent

Norcal OAUG 2009 Training Day

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Enterprise Business Solution Center
Agilent Technologies

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Agenda

- Agilent company background
- Agilent's Oracle implementation
- Business needs
- Requirements and functionality
- Key process flows
- Benefits and challenges
- Lessons learned
- Q & A



The World's Premier Measurement Company

Agilent at a Glance



\$5.4 billion annual revenue

19,100 employees



Customers in 110+ countries

**60+ year heritage of
invention and innovation**

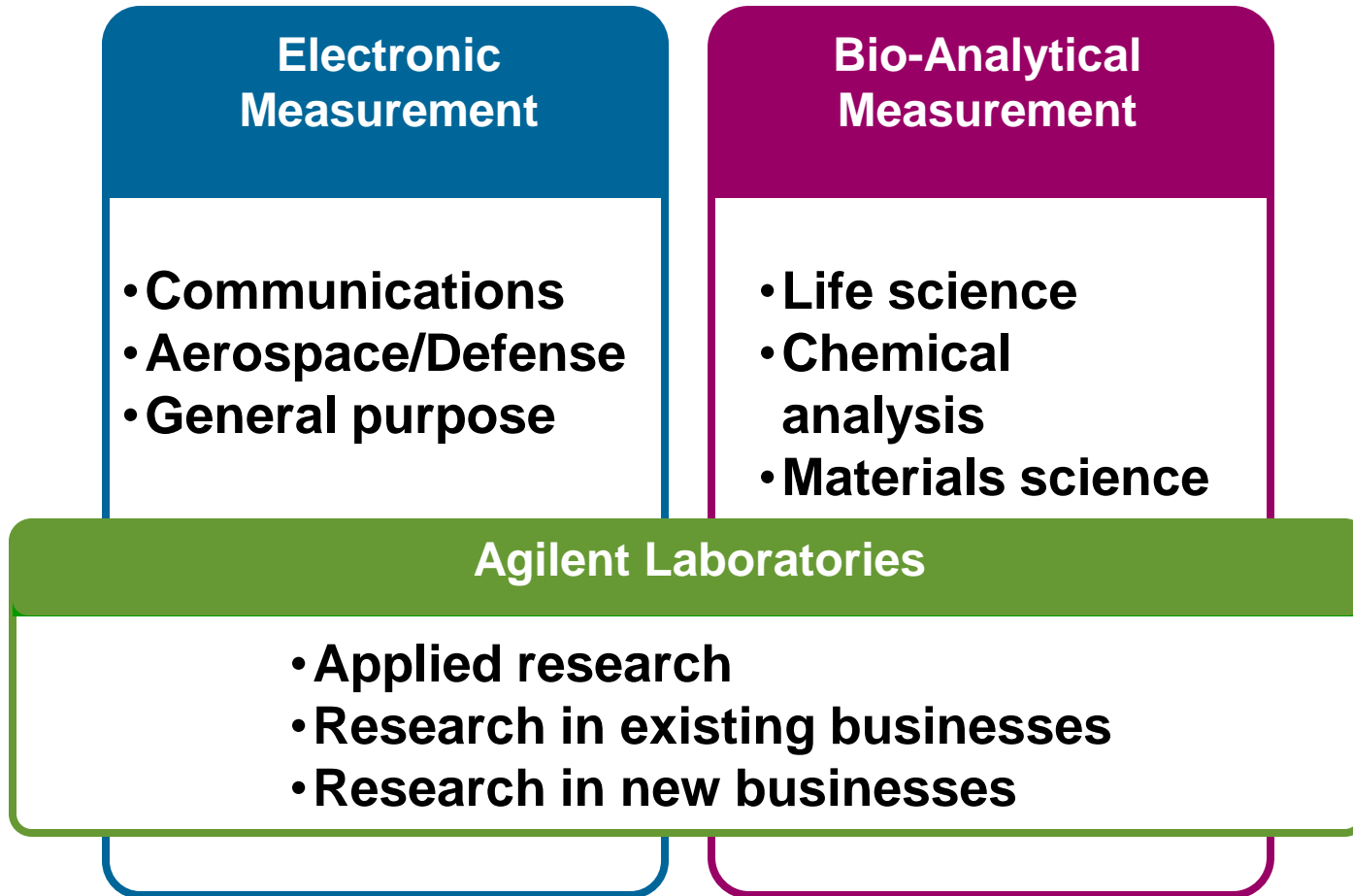


Agilent's History

- Agilent dates back to the earliest days of Hewlett-Packard, which started as a test and measurement company in 1939.
- On Nov. 1, 1999, Agilent started operating as an independent company.
- Agilent embodies historical commitment to innovation and contribution, uncompromising integrity, teamwork, trust and respect for the individual.



Agilent Market Focus



Agilent's Oracle Implementation

- Implemented 11.5.5 June 2002
- Big-bang implementation at Agilent's 3 largest Electronic Measurement manufacturing sites plus global financials
- “Full” Oracle e Business implementation
- Rolled out to rest of Electronic Measurement Group by 2005
- Upgraded to 11.5.10 in 2007

eCommerce Segmentation

Marketing /Selection

Product view, comparison, guided selection, recommendation, promotion

Pricing

Non-binding display of accurate list, net pricing, availability

Quoting

Legal binding price and formal quotation, includes T&Cs, time limited

Ordering

Order placement, upsell, cross sell, re-order

Status

Order status, notification, tracking, cancellation, return

eProcurement

Customer procurement system integration. Catalogs, front end (punchout) and back end (ERP)

Customer /Field/Partner/CCC collaboration

Ongoing customer communication, relationship dialogue, notification and engagement

Business Need

- Key driver: Agilent is increasingly utilizing Web to conduct eCommerce

Current Capability

- List price legal quotation with typical configuration and up-sell items
- Quick Quote within 2 mins
- Available WW for 25 different countries
- EMG Field lead history and reporting
- Distributor Lead Sharing

Limitations

- No online product configuration capability
- List price available only
- Online store is US only.
- No automated integration with e-Business suite
- Manual work required
- Not a cost effective solution
- Scalability concerns

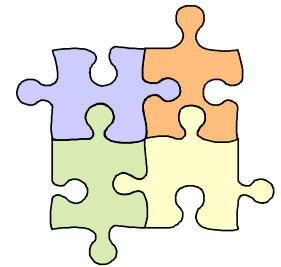
NGQ Project: Key Requirements

- Leverage existing Agilent core platforms (ACOM/ERP)
- Achieve immediate cost savings - no need for external provider
- Provide a seamless customer experience integrated into the existing product pages
- Increase CCC productivity
- Design a new customer user interface for the Oracle Configurator
- Align EMG eCommerce strategy towards a more scalable solution
- Note: Started with 430 unique requirements. Worked down to 180 unique requirement via prioritization and scope validation.

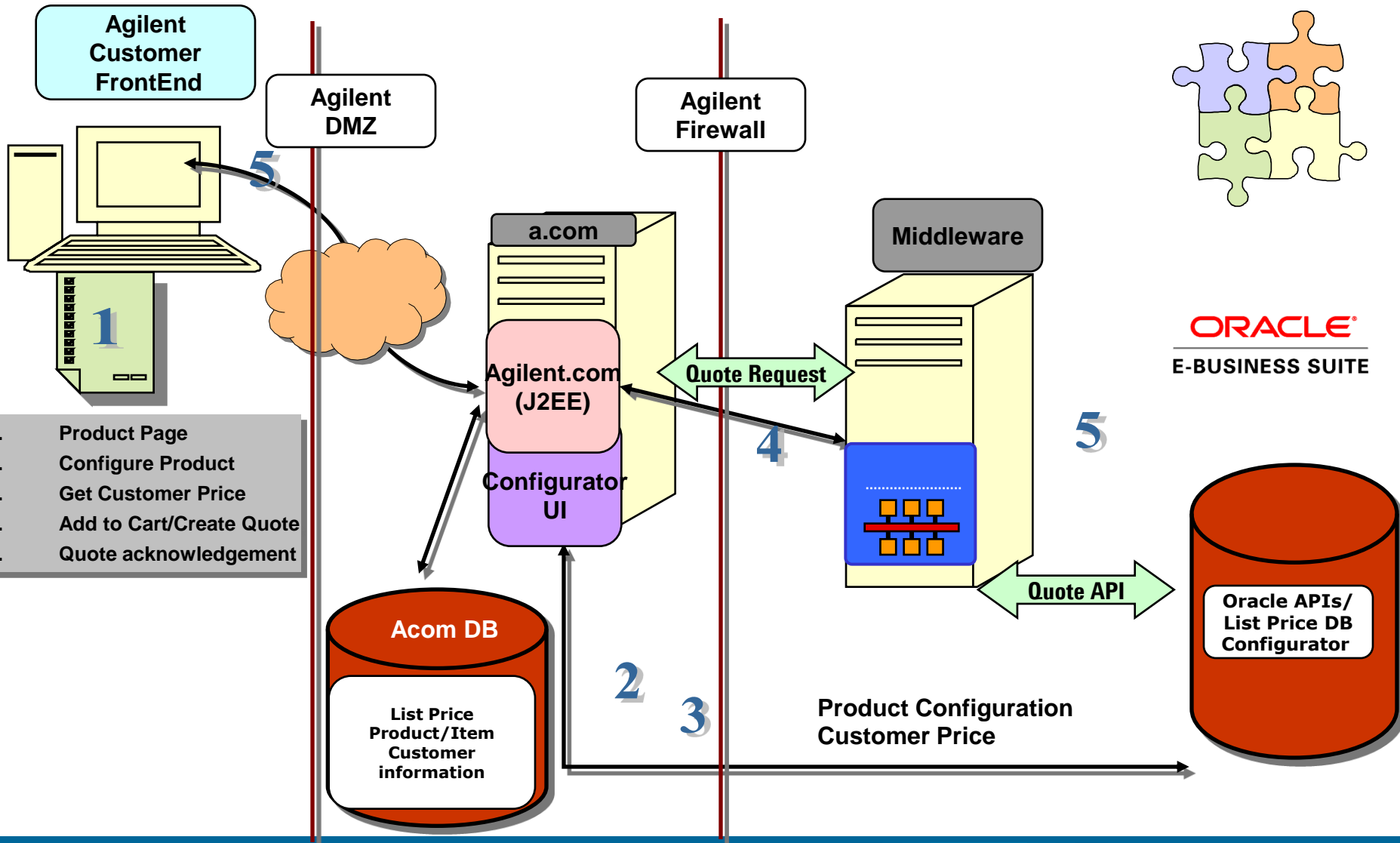
NGQ Summary Functionality

- Quick Quote capability
- Self serve list price legal quote available WW within 2 minutes
- Typical configuration and up-sell/cross-sell
- Agilent and distributor provided quotes
- Multi-line/product quotes
- Automatic creation of Quick Quotes in Oracle
- User interface for the Oracle Configurator to create typical configurations
- Marketing Messages in quote
- Field lead history and reporting, distributor lead sharing
- Improved option display on product pages – leverages Oracle CDF flag

NGQ - High Level Architecture



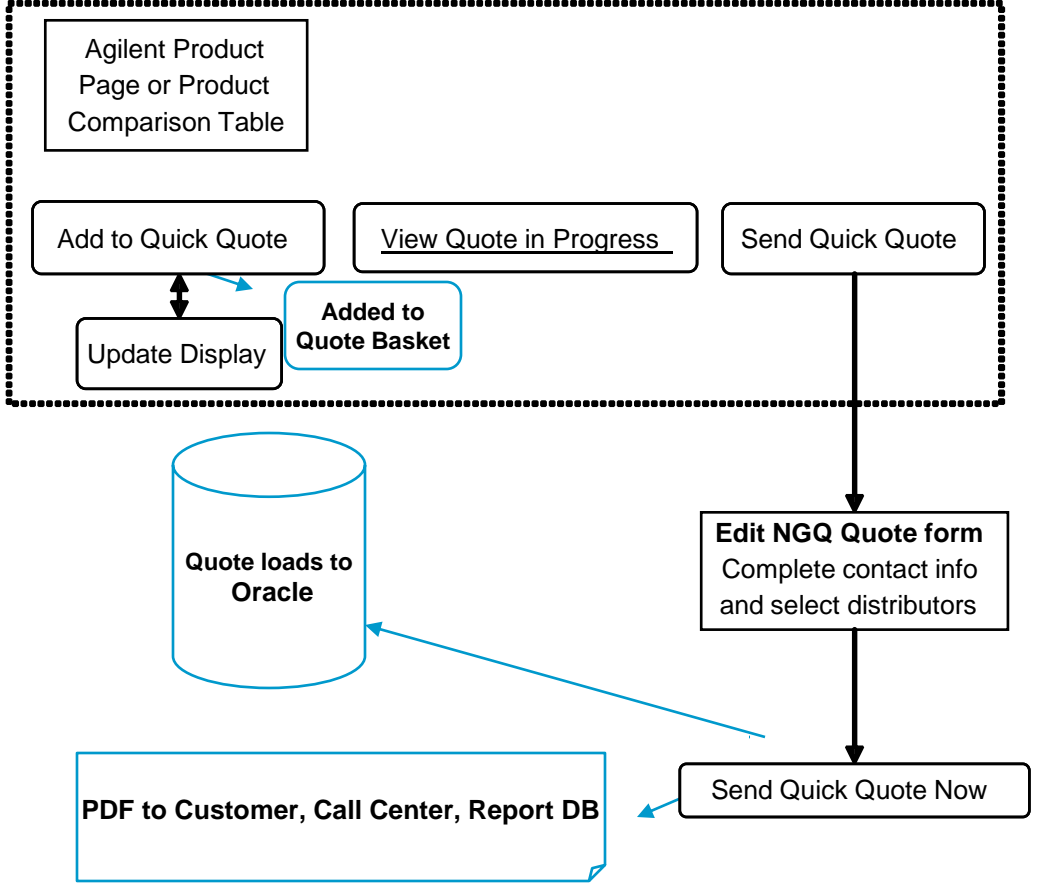
ORACLE®
E-BUSINESS SUITE



1. Product Page
2. Configure Product
3. Get Customer Price
4. Add to Cart/Create Quote
5. Quote acknowledgement

Customer Experience with NGQ

Agilent and Distributor Quotes Flow



Key Oracle Process Flow

1. Typical configuration (TC) data from Oracle Configurator to Web (Agilent.com)
2. TC data loaded and displays typical configurations to customers on the Web
3. Web customers select the items required and submit a Quote
4. Quote is created in local Web database and Quote data sent to Middleware
5. Middleware invokes Oracle Quote API with data from the Web
6. Quote API creates Quote in Oracle Order Capture with the data from the Web
7. Agilent.com is notified of Quote creation
8. Customers contact Contacts Center (CC) - follow-up on the quote/place order
9. CC places the order based on a Quote created from A.Com

Key Oracle Process Flow – Contd.

Web to Oracle Order Management Integration details

1. TC interface provides TC data from Oracle Configurator to Agilent Web
2. Integrated ACOM quote creation into Oracle Order Capture
 - Agilent and Distributor quotes will load to Oracle Operating Units based on customer country identification
 - Quotes exist in Oracle Order Capture near real-time of the Web request
 - Agilent/Distributor quotes status setup in the system, numbering differentiation
 - Customer information (company, contact information) will be loaded to extended DFF fields, temporary customer & account number will be assigned
 - Order header and line information will be reflected as if quote was created in ERP. Agilent quotes can be copied to a new revision and updated with customer account information, etc.
 - Quotes can then be emailed back to customers and/or converted to orders
 - Price adjustment as needed between Agilent.com and ERP pricing to ensure consistent pricing for Agilent WW customers

NGQ “Pictures”




NGQ: TC Create/Update Interface



[Return](#) [Configure](#) [Save](#) [Reset](#) Step 1 of 3 [Next](#)

Typical Config Name E4404B-ENG-GB-000
Typical Revision Number 2

* Acom Enput Id
[Click here to determine the ACOM Enput ID](#)

* Country 
* Language 
* Model 

* Typical Config Option Identifier

Config Header Id
Config Revision Number

Refresh
Disable
Purge

Description

Review Comments

[Return](#) [Configure](#) [Save](#) [Reset](#) Step 1 of 3 [Next](#)

[NGQ ACOM TC Tool](#) | [Diagnostics](#) | [Home](#) | [Logout](#) | [Preferences](#) | [Personalize Page](#)



34401A Digital Multimeter, 6½ Digit

Product Status: Currently Orderable | Currently Supported

[larger view](#)

Overview

Options

Product Library

How to Buy

Technical Support

Key Specifications

Performance

- .0035 % basic DC accuracy
- .06 % basic AC accuracy
- .01 % basic Ohms accuracy

Analysis bandwidth

- 1000 readings/second in ASCII format across the GPIB bus
- Configuration rates: 26/sec to 50/sec
- Autorange rate (DCV): > 30/sec

[Data Sheet](#) 2007-12-20 | PDF 130 KB | [order a copy](#)

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

expand all collapse all

Price & Availability

United States

Prices are subject to change without notice. [How to Buy](#)

Base Price US\$ 1,070

Typically Configured Price US\$ 1,616



34401A Digital multimeter, 6.5 digit

- R-51B-001-3C 1 year Return-to-Agilent warranty extended to 3 years
- 34401A-120 120-volt ac line selection
- 34401A-ABA English printed manual set included; full documentation on CD ROM
- 34401A-903 Power cord - United States and Canada (120V)

Availability

Usually arrives in: 3 week(s)

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Basket Page Whole Checkout Page



Review Your Quick Quote

[Talk with an Expert](#)

* Required Information.

1. Review the products in your quote

To add more products to your quote: [Continue Browsing](#)

[Send Quick Quote Now](#)

Remove	Quantity	Product ID	Description
Products Quoted by Agilent			
<input type="checkbox"/>	<input type="text" value="2"/>	J9875A	Threaded Widget, 6mm
Products Quoted by Distributors or Agilent			
<input type="checkbox"/>	<input type="text" value="1"/>	J9876E-ETE	Ruggedized Cylindrical Widget
<input type="checkbox"/>	<input type="text" value="1"/>	J1236C	Portable Left-Twist Frobnitz
<input type="checkbox"/>	<input type="text" value="1"/>	J1234A	Right-Twist Frobnitz with Superzoom

[Update Quantities](#)

2. Select a quote provider

* Some of the products in your quote are available only from authorized distributors. Please select a quote provider for these products.

Agilent

Authorized Distributor:

3. Specify your details

Fill in the following information to complete your custom quote request.

If you have a login and want to populate the information below from your profile: [Login](#)

* Email Address:

Prefix:

* Last (Family) Name:

* First (Given) Name:

* Company Name:

Department:

Phone:

* Address Line 1:

Address Line 2:

* City:

State/Province:

ZIP or Postal Code:

Country: United States

Remember me on this computer

Checking this box allows us to insert your details automatically into forms on the Agilent site, making it easier for you to request information from us.

在報價中加入税金

* We would like to assist you with your enquiry, please indicate if you:

Plan to purchase now or within next 3 months

Plan to purchase within the next 3-6 months

Have no plans to purchase at this time

Would you like to speak with a technical engineer?

Yes

No

We respect and protect your privacy

Your quote(s) will be sent to the Email Address you indicate. Your contact information makes the quote a legal document that you can use to purchase the quoted products.


Agilent does not sell, rent, or lease your information to others without your permission. [Agilent Privacy Statement](#)

If you select a distributor as a vendor, we will share your information with the distributor you choose for the purpose of fulfilling your quote request. Your information is then subject to the distributor's privacy policy.

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Quote Acknowledge Page


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Thank You for Using Online Quick Quoting

Your quote(s) should arrive in less than 2 minutes. Here is a summary of the quote(s) you requested.

[Continue](#) →

Quoted by: Agilent

Quote Number: 6600000262
Sent to Email: tmason2893@gmail.com
 Prefix:
 Last (Family) Name: Mason
 First (Given) Name: Terry
 Company Name: Next Generation Quoting
 Department: Customer Service
 Phone:
 Address Line 1: 123 Main Street
 Address Line 2:
 City: Anywhere
 State/Province: CA
 ZIP or Postal Code: 98765
 Country: United States

Contact Information:
 Please contact us if you need any further assistance or if you have any questions.
 toll-free: +1 (800) 829-4444
 fax: +1 (800) 829-4433
[Email](#)

Products in this Quote

- [E4402B ESA-E Series Spectrum Analyzer, 100 Hz to 3.0 GHz](#)

You might also be interested in...

	Price US\$
82350B	511
E1779A	1,040
E4402B-1D5	2,062
E4402B-1D6	1,245
E4402B-1DR	1,040
E4402B-1DS	1,735
ESA-E Series Opt 219	6,483
E4402B-226	4,118
E4402B-227	1,102
E4402B-290	0
E4402B-B70	317
E4402B-UK9	106
E5805A	353
E5810A	1,061

Prices are subject to change without notice.

Quoted by: TestEquity

Quote Number: 5600000512
Sent to Email: tmason2893@gmail.com
 Prefix:
 Last (Family) Name: Mason
 First (Given) Name: Terry
 Company Name: Next Generation Quoting
 Department: Customer Service
 Phone:
 Address Line 1: 123 Main Street
 Address Line 2:
 City: Anywhere
 State/Province: CA
 ZIP or Postal Code: 98765
 Country: United States

Contact Information: TestEquity
 Please contact us if you need any further assistance or if you have any questions.
 phone: +1 (800) 950-3457
 fax: +1 (805) 498-3733
[Email](#)

Products in this Quote

- [DSO3102A Oscilloscope, 100 MHz](#)

You might also be interested in...

	Price US\$
10073C	296
10076A	324
10833A	77
10833B	88
33220A	1,860
82351A	543
82357B	526
E5810A	1,061
N2771A	1,046
N2861A	364
N2863A	135

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Agilent Technologies

Quotation

Quotation Number 6500001238.1	Quotation Date 19-Jan-2009	Expiration Date 20-Mar-2009
Agreement Number / Expires		Final Destination Country United States
Payment Terms Net 30 days		Incoterms DDP-Duty Paid United States

Customer Address:

Attention: Nick Popovic
 Agilent
 5301 Stevens Creek Blvd.
 Santa Clara, CA 94306
 United States

Telephone: 408-345-8816
 Email: rick_popovic@agilent.com

Sample Quote

Please Direct Inquiries/Send Purchase Orders To: Telephone: +1 (800) 829-4444 Fax: +1 (800) 829-4433 Email: tmquickquoteus@agilent.com	Agilent Sales Office: Americas Customer Contact Center Agilent Technologies, Inc. PO BOX 4026 Englewood, CO 80155-4026 United States
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Item	Product Number / Description	Unit Price	Unit Adjustment	Unit Net Price	Quantity	Extended Price USD
1	34401A Digital multimeter, 6.5 digit Standard	1,070.00	0.00	1,070.00	1	1,070.00
	34401A-0B0 Manuals is CD ROM-Product Reference	0.00	0.00	0.00	1	0.00
	34401A-120 120-volt ac line selection	0.00	0.00	0.00	1	0.00
	R-51B-001-3C Return to Agilent Warranty - 3 years	59.62	0.00	59.62	1	59.62
	Estimated Weeks Delivery: Usually arrives in 3 week(s)			Item Net Total:		1,129.62
	The above quote item is a standard configured product. The product can be customized and configured to contain the following options to meet your needs. These options and prices are not reflected in the items or quote totals.					
	10833A GPIB Cable, 1 meter	77.00				
	10833B GPIB Cable, 2 meter	88.00				
	34190A Rackmount Kit	61.00				
	34330A 30 A Current Shunt	81.00				
	34401A-0B0 Manuals is CD ROM-Product Reference	Call				
	82350B PCI High-Performance GPIB Interface Card	511.00				
	82351A PCIe™ GPIB Interface Card	543.00				
	82357B USB/GPIB Interface High-Speed USB 2.0	526.00				
	E3631A 80W Triple Output Power Supply, 5V, 5A & ±25V, 1A	1,266.00				
2	E4445A PSA Spectrum Analyzer 3 Hz - 13.2 GHz US - English localization	60,103.00	0.00	60,103.00	1	60,103.00
	E4445A-B7J Digital demodulation hardware	2,293.00	0.00	2,293.00	1	2,293.00
	E4445A-226 Phase noise measurement personality	5,030.00	0.00	5,030.00	1	5,030.00
	E4445A-HBA Rear panel RF input	999.00	0.00	999.00	1	999.00
	E4445A-111 USB device side I/O interface	0.00	0.00	0.00	1	0.00
	E4445A-117 Secure memory erase	3,210.00	0.00	3,210.00	1	3,210.00



NGQ2 Configurator Facing UI

Agilent Technologies Login

Configure: N9020A MXA Signal Analyzer [Contact an Expert](#)

Instrument Options Application Software Accessories and Documentation Warranty, Calibration & Services

Step 1 of 4 [Next >](#)

*** Selection Required**

Description	List Price US\$
* Frequency Range	
<input type="radio"/> N9020A-503 Frequency Range, 20 Hz to 3.6 GHz	28,036.00
<input type="radio"/> N9020A-508 Frequency Range, 20 Hz to 8.4 GHz	36,076.00
<input type="radio"/> N9020A-513 Frequency Range, 20 Hz to 13.6 GHz	41,100.00
<input type="radio"/> N9020A-526 Frequency Range, 20 Hz to 26.5 GHz	46,125.00
Bandwidth	
<input type="checkbox"/> N9020A-B25 Analysis Bandwidth, 25 MHz	15,073.00
Performance Options	
<input type="checkbox"/> N9020A-EA3 Electronic Attenuator, 3.6 GHz	3,015.00
<input type="checkbox"/> N9020A-PFR Precision Frequency Reference	2009.00
Preamplifier	
<input type="radio"/> N9020A-P03 Preamplifier, 3.6 GHz	1,507.00
<input type="radio"/> N9020A-P08 Preamplifier, 8.4 GHz	3,015.00
<input type="radio"/> N9020A-P13 Preamplifier, 13.6 GHz	4,522.00
<input type="radio"/> N9020A-P26 Preamplifier, 26.5 GHz	7,034.00
Portable Packaging	
<input type="checkbox"/> N9020A-PRC Portable Configuration	302.00
Security Features	
<input type="checkbox"/> N9020A-CPU Instrument Security Package, CPU/HDD and SW	4,019.00

Step 1 of 4 [Next >](#)

[Discard & Exit](#) [Save & Exit](#)

Configure: N9020A MXA Signal Analyzer [Contact an Expert](#)

Instrument Options **Application Software** Accessories and Documentation Warranty, Calibration & Services

[< Previous](#) Step 2 of 4 [Next >](#)

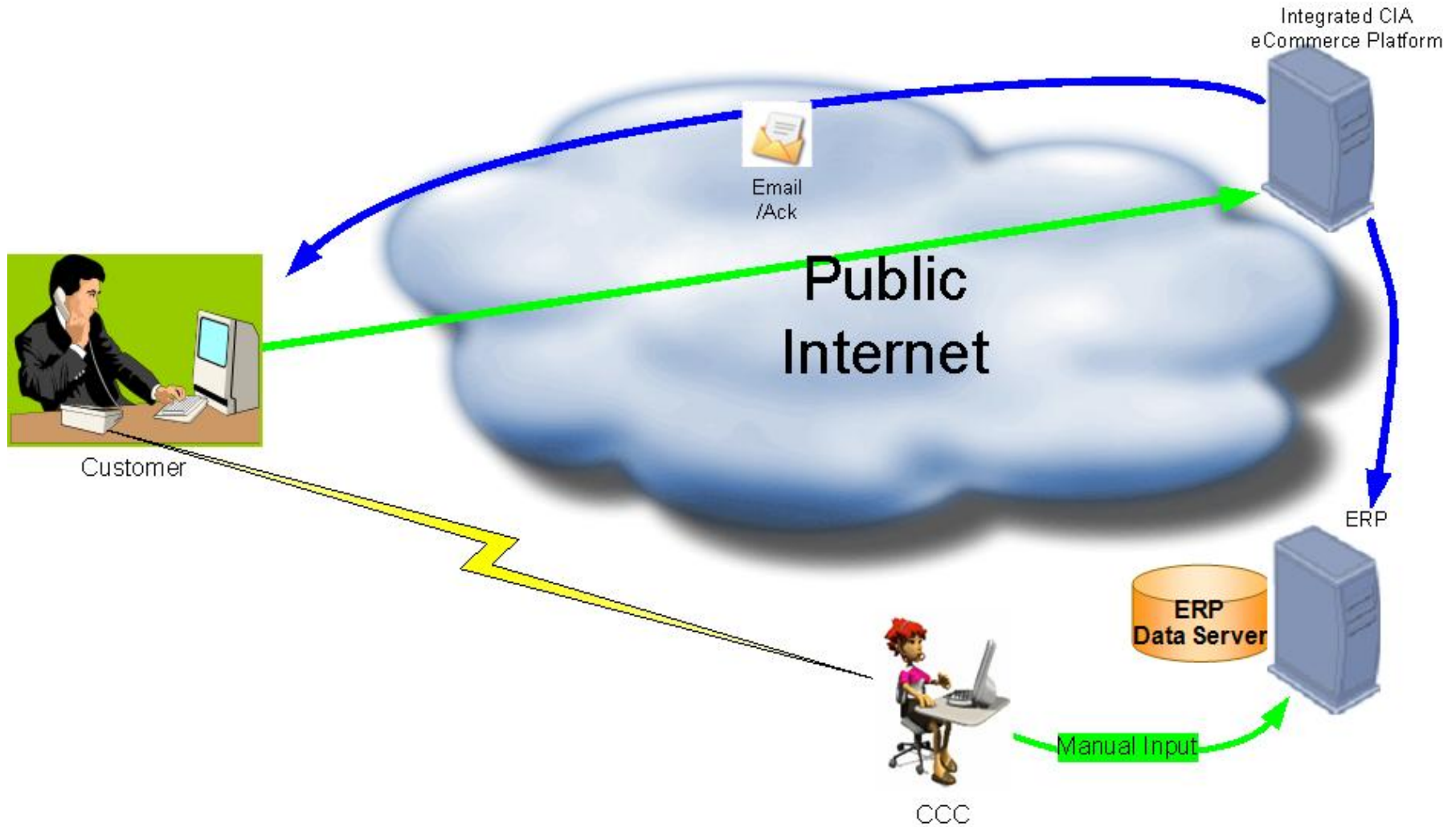
Quantity	Description	List Price US\$
<input type="checkbox"/>	N9076A 1xEV-DO Measurement Application	8,026.00
<input type="checkbox"/>	N9075A 802.16 OFDMA Measurement Application	10,049.00
<input type="checkbox"/>	N9063A Analog Demodulation Measurement Application	3,015.00
<input type="checkbox"/>	N9072A cdma2000 Measurement Application	7,336.00
<input type="checkbox"/>	N9071A GSM / EDGE Measurement Application	6,029.00
<input type="checkbox"/>	N9069A Noise Figure Measurement Application	7,034.00
<input type="checkbox"/>	N9068A Phase Noise Measurement Application	4,723.00
<input type="checkbox"/>	N9079A TD-SCDMA Measurement Application	3,015.00
<input type="checkbox"/>	89601X VXA Vector Signal Analyzer Measurement Application	from 4,250.00
<input type="checkbox"/>	N9073A W-CDMA Measurement Application	from 5,728.00
Fixed Perpetual and Non-Network Licenses		
<input type="checkbox"/>	N9073A-2FP HSDPA / HSUPA Measurement Application, fixed perpetual license	7,437.00
<input type="checkbox"/>	N9073A-1FP W-CDMA Measurement Application, fixed perpetual license	5,728.00

[Discard & Exit](#) [Save & Exit](#) [< Previous](#) Step 2 of 4 [Next >](#)

NGQ Project and EMG eCommerce Update

- NGQ1 phase: successful GoLive in Dec 2008
- NGQ2 phase (initiated):
 - Enable full customer configuration of their quote
 - User of updated customer facing UI
- Next Generation Ordering phase (future):
 - Addition of checkout capability
 - Integration of quoting and ordering
 - Full integration with Oracle within Agilent footprint

EMG eCommerce Solution



NGQ Project: Business Benefits

- Cost Savings
- Leverage Agilent IT's core application footprint and infrastructure
- Improved WW CCC efficiency from reduction in CCC quotes and seamless quote to order conversion
- Improved ease of doing business by addressing key customer research and feedback on current capability
- Customer specific pricing (in progress)
- Customer configuration of their quotation (in progress)
- Incremental revenue generation
- Scalable platform that scales, rapidly deployable and removes any execution constraints

NGQ Project: Challenges

- Requirements definition/business expectations and scope control
- Multiple Business and IT groups with different standards and processes
- Data Quality – plan and address in advance
- Collaboration with partners and vendors across multiple time zones
- Different standards and processes across external partners and vendors

NGQ Project: Lessons Learned

- Importance of POC approach
- Clear business requirements up front – lock down key requirements before design phase
- Scope control importance
- Assemble the best team available - team collocation during key project phases
- Ensure cross team walkthrough of design documents – allow of realistic timelines
- Integrated system – collaboration across Biz and IT groups
- Good partnering within Agilent and with Oracle

Questions?