

Delivering CPQ as a Web Service

channelcentral wants to expand the possibilities for CPQ, beyond where their competitors have taken it.

channelcentral prides itself on being able to transform complex sets of data into user friendly tools that generate fast, accurate and relevant quotations for the IT Channel. However, more recently, channelcentral has developed data services which allow eCommerce sites to offer CPQ without needing to know compatibility rules, delivering for the user a fully integrated and seamless configuration experience as part of their online transaction.

Successful examples of this are the following B2B/B2C Web Stores, offering configuration/customisation capability via seamless and intuitive forms:

[Centralpoint Dell Server \(Holland\)](#)

[Rack Simply HPE Server \(USA\)](#)

What is CPQ as a Web Service?

CPQ as a web service is a process that enables retailers to provide an improved eCommerce experience to customers. This works particularly well for complex technical product configurations. The CPQ web service delivers a pre-selected set of compatible options that are known to work together with the pre-installed features of a base product, across multiple categories to a Web Store or Application's User Interface (UI).

So how does integrating CPQ as a Web Service work?

Retailers (Resellers in the IT Industry), Distributors or even the Manufacturer HAVE the parts set up on their catalog but do not know compatibility OR rules for attaching hardware options, services or software to system units. They don't have to. They send, via web service requests, the product and country code and the channelcentral service, called boost! Attach Pattern Web Service (APWS), returns all the data they need to drive that UI.

channelcentral uses Simple Object Access Protocol (SOAP) or Representational State Transfer (REST). Included in the service: UI recommends based on the data (radio button via a drop-down box etc.) and there's a web service to discover the part numbers of the System Units that are present on the catalog.

The benefits of CPQ as a Web Service

By utilising data services over traditional CPQ punch-out, sellers can maintain a level of vendor independence, have full control over their eCommerce Web Store brand, and also operate with minimal complication and risk to their Web Store.

If you are a Manufacturer and you distribute configuration rules for your products via spreadsheet today, this could be a great solution. If this became an industry standard, even better.

In the meantime, we use this service where Retailers are reluctant to host an application for the reasons described in the 'Do Not Dilute blog', below. Of course, channelcentral also offers CPQ applications – it's customer choice. Some customers are planning to use both services: simple config via boost! APWS and then complex config by a deep linked punch-out.

For further information on channelcentral's capability in this area:

[boost!](#)

[Do Not Dilute Blog Article](#)

April 2019