Conga CPQ

Overview and Key Capabilities

Conga CPQ is a robust solution designed for medium to enterprise-level businesses, addressing complex configuration and pricing challenges. While Conga operates globally, most of its customers are in North America and Europe. Conga offers a single CPQ solution that is available on two different platforms. The solution provides essential feature and functional parity regardless of the platform chosen. Whether deployed on the Salesforce platform or within the Conga Revenue Lifecycle Management (RLM) Suite, the CPQ solution is fully integrated and part of the Conga Advantage Platform. This new platform follows a modern, headless, microservices-based, composable architecture and offers over 1,000 APIs (600+ specifically for CPQ). It includes various built-in applications such as Contract Lifecycle Management (CLM), eSignature (Conga Sign is included for free), subscription management, billing, renewals, rebate management, and a multi-tier approval center for quotes and contracts. Currently, 5-10 major customers (all valued at $10B+) have transitioned to the Conga Advantage Platform, with another 5-10 in the process of migrating. While existing Conga CPQ users can continue with their current solution, migration tools are available to facilitate a transition. The platform is built on AWS but is designed to run on any cloud infrastructure. New CRM integrations, including Microsoft Dynamics (expected June/July 2025) and HubSpot (planned later), along with ERP integration via Workato, are also in development. Additionally, Conga supports price optimization through Zilliant and visual software integrations with Engineering Intent and Render Draw. Notably, approximately 40% of new customers now come from non-Salesforce CRM environments.

Benefits

The new Conga CPQ solution is built on a modern architecture with a clean and intuitive user interface (UI). The platform was developed with an API-first approach, leveraging a GraphQL architecture, ensuring seamless integration and flexibility. A significant improvement is the

inclusion of APIs for admin setup, a capability previously missing. Customers who have adopted the new Conga Advantage Platform report substantial performance gains and a reduced need for customizations. The platform supports a wide range of industries, from manufacturing to high-tech, and includes a CRM-agnostic web UI. Users also benefit from an improved quoting process that requires fewer clicks, making it faster and more efficient. A unique feature, referred to as "light collaboration," allows multiple users to work on a quote simultaneously and see real-time changes without refreshing their UI. Furthermore, Conga CPQ seamlessly connects with various eSignature providers, including Conga Sign, Adobe Sign, DocuSign, and Wet Signature solutions. Notably, Conga Sign is included free with a CPQ subscription, adding further value to customers.

Considerations

Despite its advancements, the new Conga CPQ solution has a few areas that warrant careful consideration. Historically, Conga experienced performance issues when processing large quotes (10,000+ line items) on the Salesforce platform. The CPQ solution on the Conga Advantage platform is designed for higher performance, which should ensure that new customers will not experience these previous limitations. Existing Conga CPQ customers should carefully evaluate the migration process, as transitioning to the new platform could be seamless for some but require significant effort for others. Conga has laid out a detailed roadmap covering three focus areas: ease of use and setup, Revenue Lifecycle Management, and improvements in scalability, performance, and architecture. Key upcoming features include CPQ Co-Pilot (June/July 2025), Microsoft Dynamics integration (June/July 2025), and an Admin Quick Start tool designed to launch mid-size businesses on the platform within 60 minutes to a day. Additionally, features such as AI-driven in-app capabilities, 2D/3D visualization, Service CPQ, Rebate Settlement, and Loyalty Management are expected to launch in October 2025. One particularly noteworthy feature is Test Author for Automated Testing, scheduled for June/July 2025, which could be a game-changer, as automated testing is a rare capability in CPQ solutions.

Summary

Conga CPQ is evolving rapidly, with the new Conga Advantage Platform offering a modern, API-driven, and highly scalable solution for complex pricing and configuration needs. While the legacy Salesforce-native CPQ solution remains in use, all new deals are now moving to the Advantage Platform, which provides an omni-channel, CRM-agnostic experience. The platform is gaining traction among enterprise customers, and its robust roadmap indicates a commitment to continuous improvement. However, businesses should carefully evaluate migration efforts and monitor performance, especially for large-scale quoting. With upcoming enhancements such as CPQ Co-Pilot, Microsoft Dynamics integration, and automated testing capabilities, Conga is positioning itself as a leader in the next generation of CPQ solutions.