

Amdocs CPQ Pro



Overview

The B2B market is a critical growth engine for communications service providers, enabling them to monetize advanced network capabilities and expand beyond connectivity into high-value ICT solutions for enterprise customers.

At the same time, agentic capabilities are transforming enterprise sales engagements. Intelligent, autonomous agents are simplifying complex decision-making, accelerating sales cycles, and improving outcomes through guided, insight-driven interactions.

Powered by aOS Cognitive Core agents, Amdocs CPQ Pro enables CSPs to sell more, faster, and with greater accuracy – streamlining configuration, pricing, and quoting for complex B2B deals while improving sales efficiency and customer satisfaction.

Purpose-built for the complexity of advanced enterprise services, Amdocs CPQ Pro brings agility, intelligence, and control to technical and commercial processes that have traditionally constrained B2B growth.

Amdocs CPQ Pro supports any B2B segment, from SMB and mid-market through to large enterprise and government, and any line of business including fixed and mobile connectivity, ICT solutions and partner products and services.

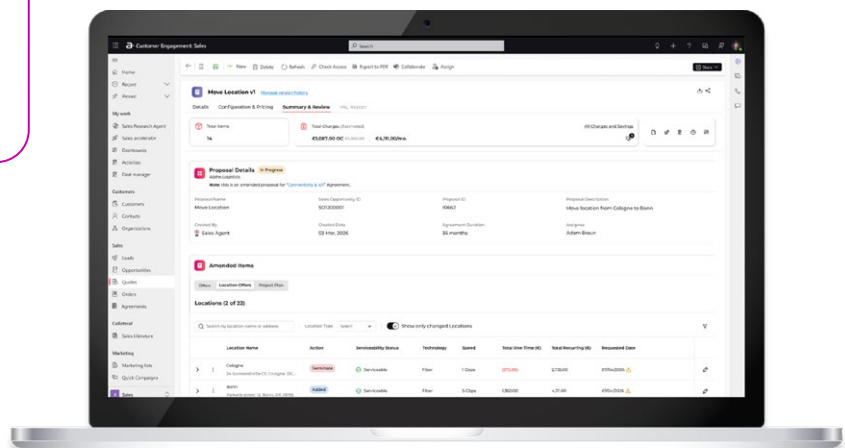
Sell better

Amdocs CPQ Pro addresses the challenges of selling and delivering advanced enterprise services, bringing agility, flexibility and accuracy to complex commerce processes.

Supported by Cognitive Core agents, it enables quotes to be created quickly and accurately, autonomously creating proposals from opportunity information and identifying where additional information or clarification is needed. Alongside catalog-driven product configuration, this ensures accurate, compliant quotes for complex B2B proposals.

Agentic-driven proposal optimization analyzes configuration, pricing, and commercial data to deliver real-time optimization scores and improvement recommendations. A built-in P&L assistant reviews financials and enables “what-if” simulations, allowing sellers to model alternative scenarios and make informed trade-offs between competitiveness and profitability.

By seamlessly creating accurate, compliant, and optimized quotes, Amdocs CPQ Pro ensures that both technical and commercial requirements are met – helping CSPs profitably grow their B2B business.



Complexity managed

Amdocs CPQ supports B2B transactions from simple to complex, enabling CSPs to address a full range of business customer requirements.

Through its support of bulk and mass activities, Amdocs CPQ can manage large volume activities which characterize many enterprise-scale orders. By grouping orders, configuration rules, and pricing and promotions, CSPs can quickly and easily create estimated quotes, before refining individual parameters as needed to create the final proposal – reducing time to sell for high volume orders.

Amdocs CPQ can also manage complex organizational hierarchies, including the ability to allocate costs across different business units and merge or split organizations, to provide the maximum flexibility for ongoing account management and to align with customer buying requirements.

With support for a full range of monetization models, from subscription and consumption-based to tiered pricing and milestone billing, CSPs can sell products in the most appropriate way – including offering hybrid offers which bring true flexibility to enterprise customers.

Amdocs CPQ Pro supports connectivity, hardware, software, and services products, with configurable offers and pricing models. Combined with the ability to sell partner products alongside a CSP's own offerings, this enables the creation of rich, end-to-end ICT solutions aligned precisely to enterprise needs.

Built for telcos

Amdocs CPQ Pro is purpose-built for CSPs selling complex telco and ICT services to enterprise customers, addressing requirements that generic CPQ solutions cannot.

From serviceability and compatibility validation through to moves, changes, and renewals, it supports the full B2B customer lifecycle while abstracting the complexity of underlying ordering, fulfillment, and billing systems.

By integrating with Amdocs CatalogONE, Amdocs CPQ Pro enables consistent sales of products across lines of business, with harmonized definitions from sales and ordering through billing and fulfillment. Underpinned by consistent product and service data, this ensures solutions can be configured to meet defined business objectives, delivered as and when the customer expects, with first-time-right billing, creating a truly seamless customer experience.

Customer Engagement Platform

Amdocs CPQ Pro is part of the Amdocs Customer Engagement Platform, developed in partnership with Microsoft, which supports CSPs as they serve customers across the full lifecycle including marketing, commerce, sales, ordering, and customer service.

Purpose-built to address the needs of CSPs, it combines the strengths of Microsoft and Amdocs into a unified, open, telco- and cloud-native solution enriched by generative AI agents to drive smarter, faster, and more impactful interactions.

Amdocs CPQ Pro can also be deployed standalone and supports seamless integration with other sales force automation solutions.

B2B Portfolio

Amdocs offers a suite of agent-driven software that spans the entire customer lifecycle, from marketing and sales through delivery to monetization and care. It supports connectivity and beyond connectivity products, enabling communications service providers to engage effectively with customers and grow their revenue with rich B2B solutions.

Amdocs B2B Portfolio is powered by aOS Cognitive Core, a generative AI technology foundation with pre-built telco-specific agent libraries and actionable insights. Open by design and based on industry standards, it enables CSPs to accelerate any generative AI strategy while ensuring telco-grade security, compliance, and observability.