

customer case study



# how arvedi replaced spreadsheet struggles with cpq precision

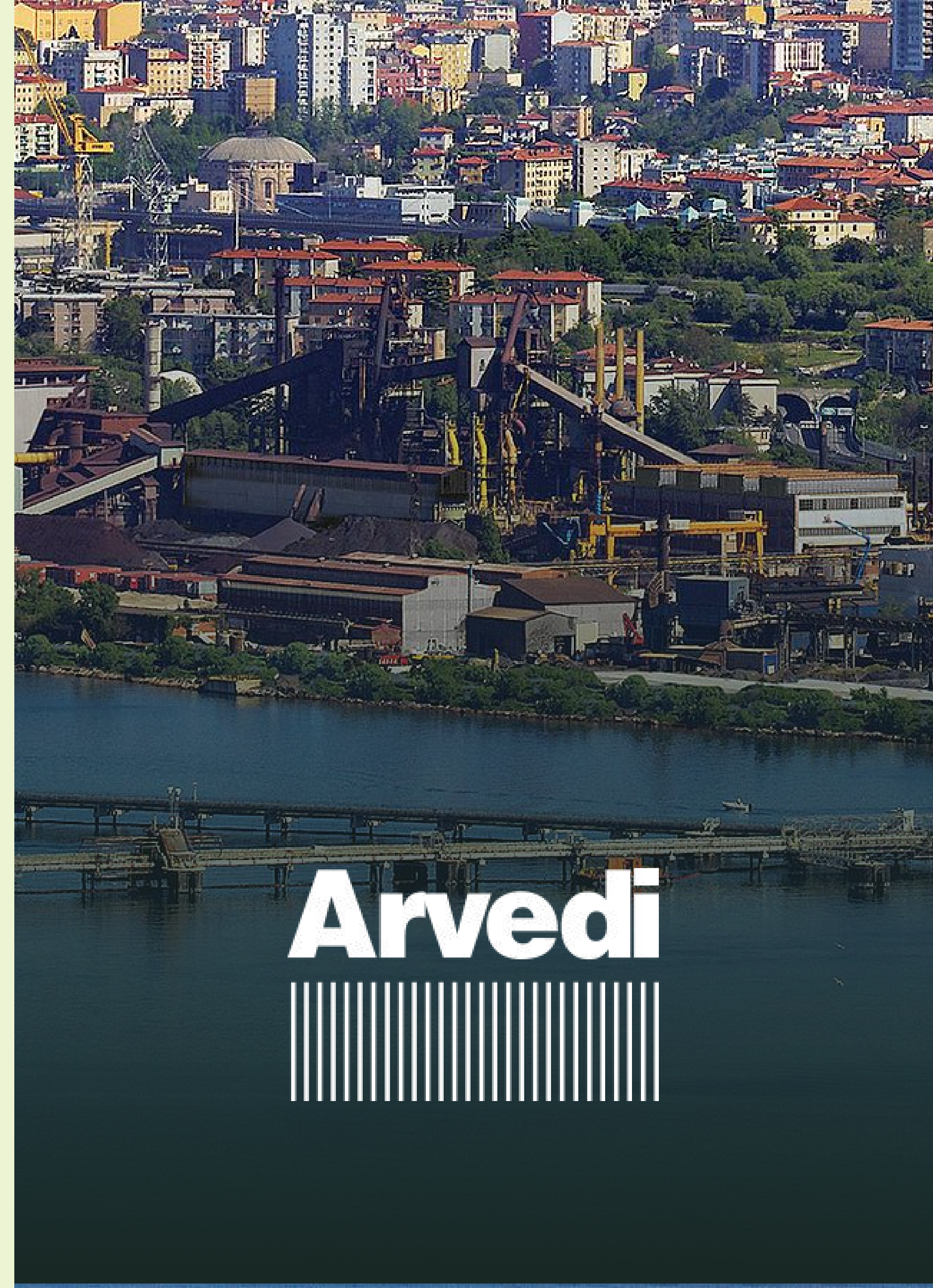
arvedi

# about arvedi

## steel innovation, quoting challenge

Headquartered in Italy, Arvedi is one of Europe's most innovative steel manufacturers, known for its commitment to advanced production and technical excellence. With annual turnover of approximately €6 billion and a workforce of over 6000 people, the company operates across multiple sites, including its flagship mill in Cremona, where it produces technically demanding steel products for customers around the world.

With unique capabilities such as ultra-thin steel production and precise mechanical property control, Arvedi has positioned itself as a go-to partner for customers seeking specialised, value-added steel solutions. But behind the scenes, the quoting process was becoming a bottleneck.



**Arvedi**

# the challenge

## quoting complexity, manual errors, & margin pressure

Before implementing Zilliant CPQ, Arvedi's commercial teams relied heavily on spreadsheets to configure offers and generate quotes. This led to several persistent problems.

### **slow turnaround**

Quoting highly engineered steel products was time-consuming and manual.

### **human error**

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### **lack of control**

There was no structured way to ensure pricing discipline and protect margins across quotes.

### **inconsistent outputs**

Each quote was handled differently, making it difficult to guarantee consistency or price quality.

### **limited visibility**

Sales leaders had no real-time view of quoting performance or approval processes.

**“Quoting before zilliant  
was something we were  
struggling with – a lot.”**

STEFANO FOGGETTI, PROJECT MANAGER AT ARVEDI



# the game changer

## choosing zilliant CPQ

When Arvedi embarked on a vendor selection process to modernise their quoting process, Zilliant stood out for several reasons.

### + out-of-the-box SAP integration

Zilliant CPQ integrated natively with Arvedi's existing SAP environment, making implementation faster and reducing disruption.

### + proven industry expertise

Zilliant's experience in steel and industrial manufacturing provided reassurance that they understood the unique requirements of the business.

### + shared language and mindset

According to the team, "Zilliant spoke our language. That was important for us."

# the solution

## zilliant CPQ in action

Once implemented, Zilliant CPQ revolutionised the way Arvedi's sales and pricing teams operated.

### seamless configuration

The CPQ platform allows Arvedi's commercial teams to build quotes for complex steel products by guiding users through valid configurations, ensuring accuracy every time. This includes accounting for highly technical attributes like ultra-low thickness, steel grade variations, and precise performance tolerances.

### speed and consistency

What once took days of back-and-forth spreadsheet work is now complete in minutes. Sellers can respond to customer requests faster, while managers have confidence in the logic and approval flows behind every quote. A full history of quote revisions and approvals is readily available.

### dynamic, rule-based pricing

Instead of static pricing lists or manual margin calculations, Zilliant CPQ introduced structured pricing logic that factors in raw material costs, production complexity, and customer-specific terms. This eliminated margin leakage and brought consistency to every quote.

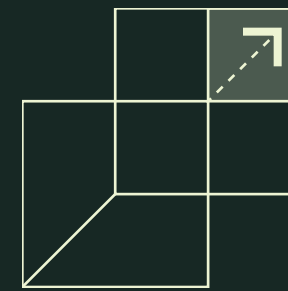
### improved decision-making

Zilliant CPQ reduced human error and eliminated ambiguity in quote decisions. As Arvedi explained: "Before, there were too many margins for human error in decision-making when building offers. That's no longer the case with CPQ."

# the results

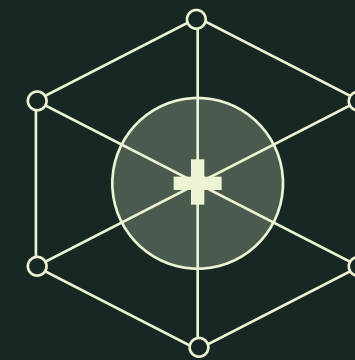
## from anxiety to advantage

Since rolling out Zilliant CPQ, Arvedi has seen a measurable transformation in both performance and culture.



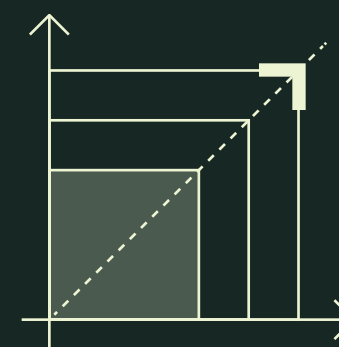
### **faster, error-free quoting**

Sales teams are now empowered to generate complex quotes with confidence and speed.



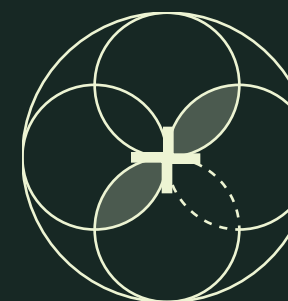
### **improved customer experience**

Arvedi is now able to deliver the best possible prices and conditions to customers, consistently.



### **commercial KPIs trending up**

Internal metrics confirm the transformation is having a positive impact on the business.



### **cultural shift**

Perhaps most importantly, CPQ has instilled a new level of confidence and clarity across the commercial function.

# pricing anxiety to pricing precision

Zilliant's CPQ helped Arvedi transform from pricing anxiety to pricing precision, replacing spreadsheets with a strategic engine that drives performance, consistency and growth. Pricing is your superpower, and when enabled by the right tools, it can transform the way companies quote, sell, and win.

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