SWAT

CASE STUDY

Digital Development for Complex CPQ Transformation

(Digital Development)

PROJECT OVERVIEW

Our client sought to improve efficiency and reduce the operational costs of their complex Configure-Price-Quote (CPQ) capabilities, implemented on the Salesforce platform. Their objective was not only to streamline sales operations but also to lay the foundation for broader strategic and operational digital capabilities.

CLIENT BACKGROUND

The client is a global cybersecurity and risk management company delivering managed security services and threat intelligence to enterprise customers across multiple industries. As part of a major telecommunications group, they operate an international network of Security Operations Centres, providing 24/7 threat monitoring, incident response, and strategic advisory services. Their focus on scalable, technology-driven solutions places them at the forefront of protecting mission-critical digital infrastructure for high-demand organisations.

THE CHALLENGE
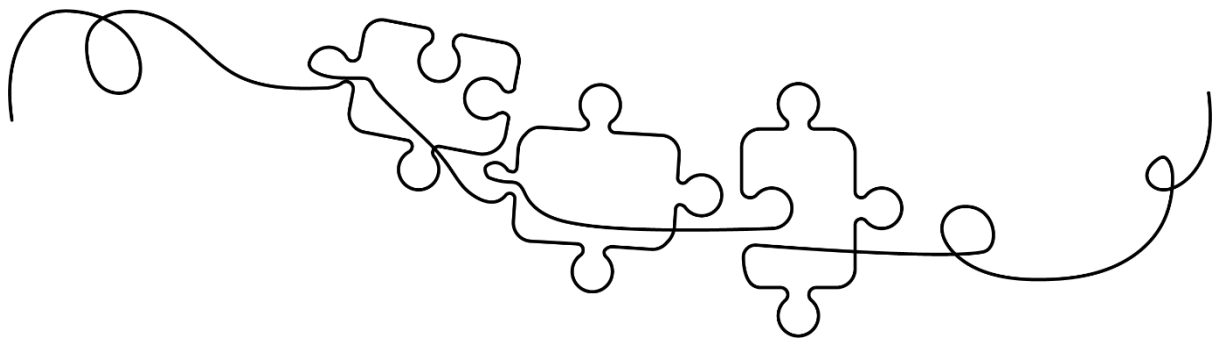
Amidst a period of significant internal change, the client was grappling with fragmented teams, inconsistent processes, and limited support from their internal IT function. Core sales operations were reliant on sprawling spreadsheets, leading to complex manual reconciliations and a lack of agility for rapid prototyping or solution development.

OUR APPROACH

SWAT partnered closely with client CXO's and subject matter experts to define project goals, understand business drivers and constraints, and agree on a governance framework tailored to their organisational context.

We collaborated with stakeholders to assess the business and technical landscape, identifying architecture gaps, process inefficiencies, and risk factors. This informed the formulation of a digital strategy aligned to immediate operational needs and longer-term transformation goals.

We developed a comprehensive model of the current (baseline) state and designed the desired (target) state across multiple layers—including business processes, data, systems, and technology. A pragmatic roadmap was defined to transition from baseline to target within tight time constraints.
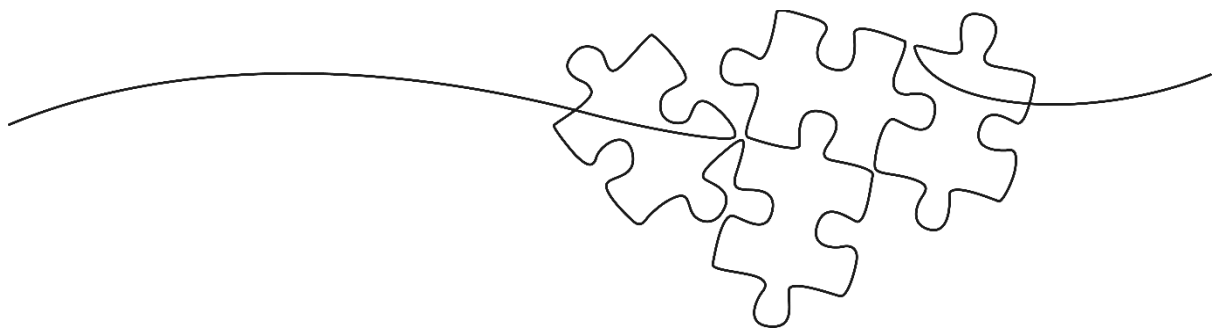
THE OUTCOME

Delinear successfully delivered a Minimum Viable Product (MVP) for CPQ on time and within budget, and operationalised the platform. The solution was well received, and we were subsequently retained to extend the platform through a suite of web-based applications, including:

- Cost Model – Enabled visibility into P&L by modelling costs,

overheads, and revenue streams. Integrated data from Salesforce and SAP, with multi-year what-if scenario analysis and inflation indexing.

- Data Volume Reporting – Built a monitoring tool to track customer data volumes against vendor pricing thresholds, with proactive alerts and downloadable visual reports to help manage third-party data costs.

- Commercial Catalogue – Delivered a centralised system to manage product and SKU hierarchies, pricing, and lifecycle workflows with approval mechanisms. This acted as the single source of truth feeding into wider enterprise systems.

- Consulting Dashboard – Provided visibility into consultant utilisation, productivity, and billing metrics for improved resource planning.

- Renewal Risk Analyzer – Supported renewal teams by surfacing at-risk opportunities and enabling targeted follow-up.
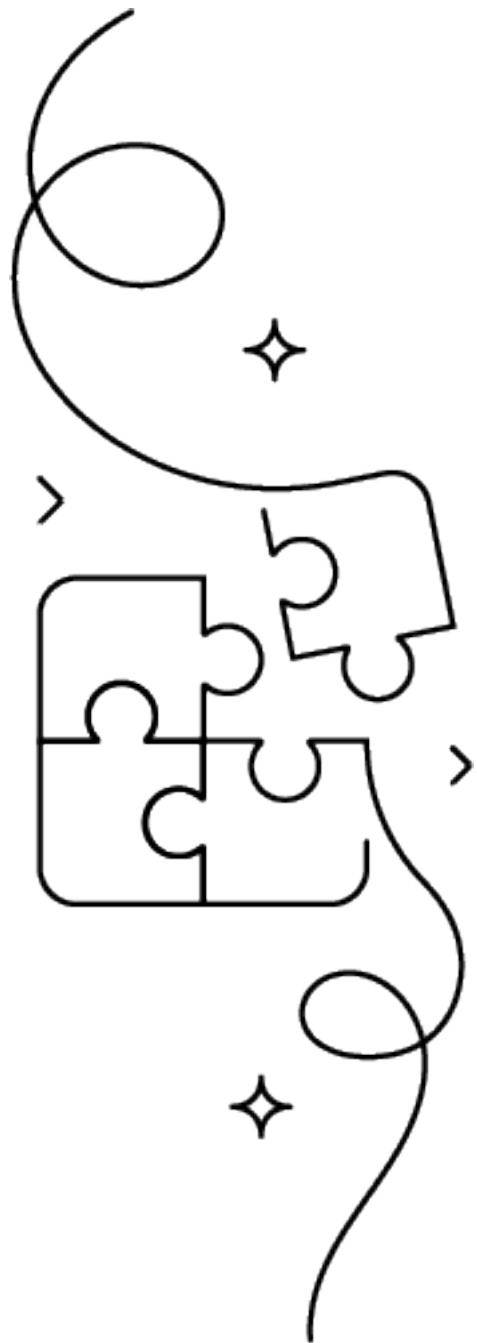
- CPQ Simulator – Introduced a lightweight quote calculator to accelerate early-stage sales interactions with minimal input.

- Quoting Dashboard – Developed detailed reporting tools to analyse quote activity by geography, partner, period, and service type.

IMPACT

The digital development engagement delivered tangible business value:

- Significant cost savings through reduced licensing fees and operational streamlining.
- 100+ successful deployments without downtime, supporting over 12 months of continuous uptime.
- Scalable and resilient platform capable of handling peak usage events, enabled by auto-scaling infrastructure

About SWAT

Special Work and Technology Limited (SWAT) is a digital innovation and technology services company specializing in enterprise transformation. With a strong focus on customer success, we deliver tailored solutions across CPQ, digital platforms, managed services, and data engineering. Our expertise helps businesses accelerate growth, optimize operations, and stay ahead in an ever-evolving digital landscape.