

## Case study Aspia

"We have digitized our lead-to-cash process thanks to CPQ"

– Johan Ekblom, CIO at Aspia



By digitizing and streamlining business processes,  
Aspia can now offer and deliver its services  
with ease and precision

# The project in short

## Client Industry

Accounting  
Payroll and HR  
Advisory  
Tax  
Interim consultants  
ESG and Sustainability

## Scope

Lead-to-Cash  
Tech Enabled Services

## Antalys Products

CPQ  
CLM  
Business Studio

## Tech & Integrations

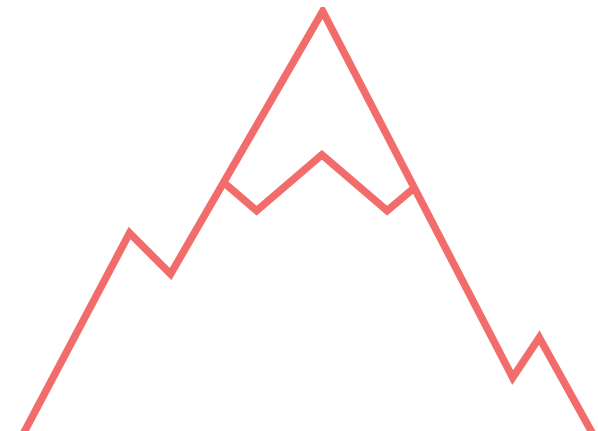
SaaS  
CRM integration  
Invoicing integration  
Resource planning integration

## Challenge

# Business offers were calculated in multiple ways

Aspia focused on digitizing their Lead-to-Cash process; it included streamlining and automation of workflows and the ability to create quality quotes and new service offerings quickly. With approximately 1,200 employees in 55 locations in Sweden, they were looking for an agile supplier with a powerful CPQ platform to form a long-term partnership.

"It was a challenge to get a uniform quotation process. The quotes were not standardized, were calculated differently, and few employees had the knowledge to handle more complex offers. Resulting in unique service offerings to each customer, which required both time, money and extensive manual work", says Johan Ekblom, CIO at Aspia.



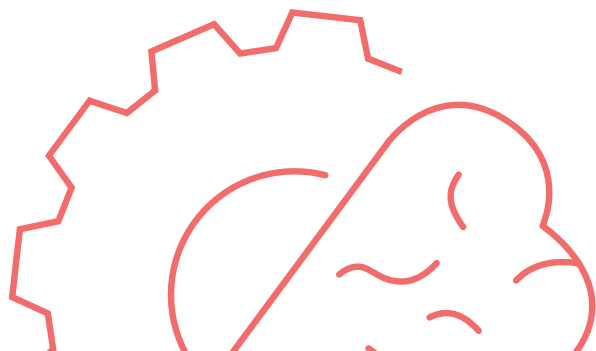
## Solution

# A CPQ filled with Aspia's business data

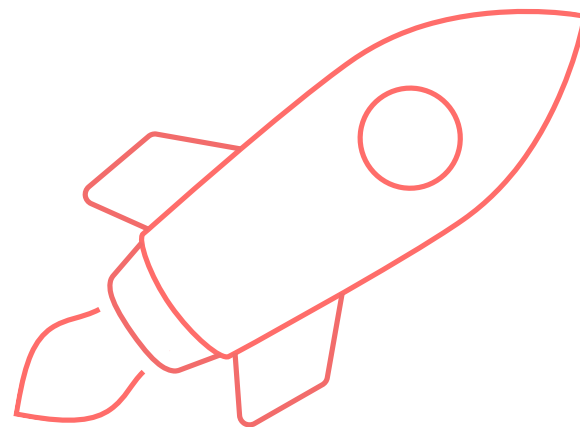
Aspia's business data is now always up-to-date and includes all the parameters required to calculate and generate quotes for each customer need.

With standardized interfaces and processes, the risk of mistakes is reduced, price adjustments and indexations are streamlined, and quotes and agreements are automatically updated as the business with customers changes over time.

The CPQ provides continuous insights and control of margins, prices and profitability, so Aspia can now immediately see how changing parameters affect profitability.



# Digitized Lead-to-Cash



## Looking ahead

# Leveling and scaling the business

The Antalys solution contributes to Aspia's work to streamline and increase the quality of pricing of price indications, quotes and letters of assignment. Aspia further uses the information created and generated e.g. for predictive resource planning.

"Our CPQ is key to achieving standardized quotes and price calculations digitally. It is a prerequisite for attaining high efficiency and automation in our core process, Lead-to-Cash. In the future, we may see a connection between our CPQ and our website to enable customers to put together and understand the cost of different service packages", Johan Ekblom concludes.



## About Aspia

Aspia has 1,200 employees and works in accounting, payroll, HR, tax advisory, consulting and other services for businesspeople and entrepreneurs. They have 55 local offices across the country, from south to north – a company at the forefront dating from 1849.

[www.aspia.se](http://www.aspia.se)



**Antalys** Business  
platform