

# CUSTOMER **SUCCESS** STORY





## Lexipol – Protecting Communities:

Lexipol was founded in 2003 by Gordon Graham and Bruce Praet, attorneys and former law enforcement officers with extensive experience in risk management. They realized that many law enforcement agencies lacked sound, up-to-date, legally defensible policies. This put the agency, their officers, and the community at risk. To address this need, the Lexipol founders developed state-specific law enforcement policy manuals backed by daily training in order to reinforce policy understanding and practical use. They offered the policies online for easy, on-demand access and continuously monitored changes to federal and state laws, providing policy updates as needed.

Over the course of 15 years in business, Lexipol has expanded beyond law enforcement to also serve corrections facilities, probation agencies and fire departments in 35 states. While the offerings have expanded, the mission has not changed. Lexipol remains committed to enhancing the safety and effectiveness of the men and women who serve and protect our communities.

**Headquarters:** Frisco, Texas | **Industry:** Manufacturing, Retail & Professional Services | **Website:** [lexipol.com](http://lexipol.com)



### Excellent Insight, Customer Service, and Knowledge-5 Stars!

“The Cirrius Solutions team has been a huge help in working on a challenging, multinational Salesforce project from CPQ to integration with multiple downstream systems. Whether it be assistance with requirement elicitation and documentation, architecting solutions or assistance with testing and training they are easy to work and committed to getting it right the first time. I was hugely impressed with the enormous amount of experience that his team members have and their ability to pick up complex business processes, understand and give requirements or solution in an easy to understand organized way on time and in budget. I truly hope that I will have the opportunity to work with the team again in future projects.”

**Mindy Stanley –  
Director of Operations**

## The Challenge

Lexipol had been utilizing a manual quoting process and wanted to migrate to a more standardized model. The legacy quoting process limited functionality, pricing standardization, visibility to discounts and the opportunity pipeline. Sales reps were making pricing decisions based on excel spreadsheets resulting in unmanaged discounts and non-standard quote templates. The lack of a single standardized system was prohibiting the company from providing a consistent model across the organization.

- Moral was suffering due to a confusing and aggravating process.
- Quoting accuracy was inconsistent across the organization.
- The customer experience suffered due to a manual, cumbersome, and inconsistent process.
- Data entry was difficult and labor-intensive which drove down internal adoption rates.
- Poor adoption rates made it difficult for management to see the true picture.
- Forecasting was complicated by a lack of consistency in the underlying data.



## The Solution

Lexipol's sales and executive teams worked with Cirrius Solutions to implement Salesforce Configure-Price-Quote (CPQ). The implementation included a custom quote object that automated the entire subscription sales process from creating product subscription packages, through pricing and approvals, all the way to renewals. The completed quote subsequently synced with billing and accounting to automatically generate an invoice.

Sales teams and channel partners now have the necessary tools to quickly configure, price and quote complex solutions. The time spent in the sales process was greatly reduced through the addition of bundled discounts, simplified pricing, and automated approvals. The Cirrius team launched products with both one-time and subscription-based pricing models. Lastly, the Cirrius team automated renewal opportunities, contract generation, and electronic payments to allow for timely invoices and revenue collection.

- Designed and executed a custom implementation of Salesforce CPQ
- Created an automated product segmentation to make product selection easier for the sales reps
- Architected CPQ for both internal reps and business partner channels
- Setup bundled products, approval rules and territory-based discounts
- Setup e-signature for customers
- Implemented Salesforce Einstein for advanced analytics and forecasting across the organization

## Key Success Factors

- Budget - Just Enough
- Speed - Time to Market
- ROI - Create Business Value
- Scalability - Support High Growth Rate
- Change Management - Limited Business Disruption

## The Result

Lexipol is now fully optimized on Salesforce CPQ. The new system has increase quote efficiency, accuracy, user adoption, and quote generation. The new process saves time and money which is maximizing revenue and margins and ultimately, benefiting shareholder value.

- Streamlined sales and approval process that standardizes price quotes and improves order management and boosts subscriptions.
- Consolidation of pricing in Salesforce with a single source of truth for sales, sales operations, and customer service
- Average revenue contribution increased by 22% in the six months following the rollout of Lexipol's CPQ solution.
- Provided the executive team with predictive analytics for their forecasting efforts.
- Eliminate the bottlenecks that had previously created delays in new subscriptions and made annual renewal easier for law enforcement agencies.
- Added the ability to create a professional and personalized quote or personal document with one click in a Salesforce opportunity and forward to clients with e-signature.



"At Cirrius Solutions, we understand that time is your most valuable asset. We work with your business leaders to drive platform automation across the organization in order to save everyone involved much needed time. We provide white-glove service without the luxury price tag. We are built on integrity. We focus on building long-term relationships with our clients to provide strategic value."

**Chad Anderson**  
Founder | Cirrius  
Solutions

**Ready to move forward on your next Salesforce project?**

Learn more about how Cirrius Solutions can help you make the most of your Salesforce.com investment. Please contact your Cirrius Solutions Account Manager directly at [info@cirriussolutions.com](mailto:info@cirriussolutions.com) for more information.