



Agentic AI in CPQ – The Catalyst for Greater Enterprise Growth for CSPs

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“With infrastructure, AI adoption, and regulatory momentum aligning, Frost & Sullivan expects stronger enterprise monetization. CSPs that combine resilient digital networks with AI-driven CPQ and modern B2B sales platforms will be best positioned to capture the enterprise opportunity.”

—Mei Lee Quah, Senior Director, Frost & Sullivan

CSPs see the enterprise segment as a strategic growth opportunity: To address the increasing complexity associated with enterprise service offerings, communication service providers (CSPs) globally are investing in 5G Advanced, edge computing, fiber, and satellite to better serve enterprise customers. Greater sales automation, real-time service enablement for high-value use cases, and expanded coverage into remote and underserved areas are improving enterprise customer experience and solution reach.

Commercial execution has become a critical differentiator: Network investments alone are insufficient to unlock enterprise monetization. Enterprise sales require accurate configuration and support with complex pricing, compliance alignment, and rapid proposal generation across multiple stakeholders. As enterprise portfolios expand, CSPs must modernize their commercial stacks. Configure, price, quote (CPQ) platforms are, therefore, emerging as a foundational capability to support scalable, profitable, and repeatable business-to-business (B2B) growth.

AI is now accelerating this CPQ evolution: The global push for greater artificial intelligence (AI) adoption is driving deeper digital transformation and collaboration across industries. As regulatory barriers decrease and enterprise demand for advanced connectivity rises, AI-driven CPQ becomes a key enabler of faster deal cycles, higher deal quality, and improved enterprise monetization.

A Modern CPQ is an Engine for B2B Growth

CPQ systems are crucial for CSPs targeting the enterprise segment, which demands highly sophisticated customized solutions involving 5G, cloud, and IoT technologies. Traditional, manual quoting processes are inadequate for managing this complexity, resulting in slow sales cycles, inconsistent pricing, and high bid-to-order fallout.



Modern CPQ platforms address these challenges by allowing sales teams to rapidly configure large, multiproduct and multisite deals, apply adaptive pricing and discount rules aligned to SLAs, and generate accurate proposals that integrate directly with fulfillment systems when validated. The adoption of modern CPQ can significantly reduce quote turnaround times from weeks to days or even minutes, improve win rates, and enhance margin discipline.

“As CSPs focus more aggressively on enterprise digital services, CPQ is becoming a foundational capability for effective competition in this profitable market.”

—Vikrant Gandhi, Vice President, Frost & Sullivan

Why the Telecom Industry Needs a Fit-for-Purpose CPQ for Enterprise

Real-time network intelligence and fulfillment alignment are crucial: Access to live network data is essential to validate service feasibility across coverage, capacity, and performance before a quote is issued. Validated quotes should be automatically decomposed into orders and routed into fulfillment systems, ensuring that commercial intent translates seamlessly into operational execution while reducing order fallout.

Automating quote to activation requires deep IT integration: Accurate quotes for the enterprise segment require deep integration into inventory, order orchestration, OSS/BSS, and assurance systems, which go beyond generic CPQ implementations.

Pricing engines must deal with complex pricing and rating: CPQ requires support for industry-specific elements, including professional service fees, complex recurring charges, usage/volume rating, multicomponent bundles, and promotions tied to service activation and network metrics.

CPQ needs to handle increasing product and ecosystem complexity: Investments in 5G Advanced, edge computing, fiber, and satellite require integration with multiple partners that offer different services and have separate contracts to complete transactions. CPQ must work with complex layers in the product catalog that support multiline, multipartner, and highly customized enterprise quotes.



The Critical Role of AI in Accelerating Enterprise Growth

AI agents will fundamentally reshape how CSPs sell enterprise services, enabling increasingly automated and insight-driven enterprise deals. AI-driven CPQ becomes the commercial engine of enterprise growth, turning operational and commercial complexity into competitive advantage. AI agents can navigate complex and error-prone sales processes, regulatory and commercial constraints, and multiple decision-makers, to accelerate the sales journey and increase deal quality.

AI-enabled CPQ systems reason, recommend, and optimize in order to address important CSP objectives: Modern CPQ embeds AI and agentic workflows to deliver insight-driven selling. Deep integration across CRM, ERP, OSS/BSS, and eCommerce ensures that quotes are fast, commercially viable, and operationally feasible. AI agents together with advanced collaborative tools, such as Teams, Zoom, and Slack, break down people and data silos to connect critical business functions and accelerate customer-centric sales cycles to maximize revenue generation.

CPQ acts as a strategic enabler for CSPs to target and drive enterprise growth: Today's CPQ is evolving into an intelligent sales assistant that empowers sales teams with data-driven recommendations to close deals faster and more efficiently. With guided selling, dynamic pricing, deal profitability analysis, and seamless integration, CPQ simplifies complex quoting and removes friction from the entire sales journey.

Focus on deal quality, not just speed: AI

CPQ accelerates deal closure and improves deal quality by balancing customer competitiveness with margin protection and delivery feasibility.

Transform to predictive selling:

AI agents anticipate customer needs, renewal risks, and expansion opportunities, enabling CSPs to proactively shape demand.

Create the foundation for autonomous commerce:

AI-driven CPQ is a critical step toward autonomous enterprise commerce, where quoting, negotiating, contracting, and provisioning increasingly operate as a continuous, intelligent workflow.



Agentic AI adds autonomy, adaptability, and continuous learning into the sales process, which boosts efficiency, improves customer satisfaction, and drives new business growth for CSPs.” —Mei Lee Quah, Senior Director, Frost & Sullivan



Why Implementing AI in CPQ is the Right Decision Now

Enterprise growth and profitability pressure demand commercial transformation:

The global acceleration of AI-driven enterprise use cases presents a major monetization opportunity. To compete CPQ must evolve into a strategic asset delivering the scale, agility, and intelligence required to respond to rapid market shifts and launch custom enterprise offerings far faster than legacy, rule-based systems.

AI in CPQ has reached maturity in a high-impact domain: The industry benchmark is moving toward zero-touch, real-time, and automated enterprise quoting and ordering. CPQ platforms now have the AI capabilities needed to materially improve sales outcomes and manage increasingly complex enterprise and partner billing structures.

Agentic AI enables fast and measurable ROI: AI agents embedded in CPQ reduce complexity, optimize pricing and margins, prevent configuration errors, and continuously improve decision quality, allowing CSPs to achieve tangible business benefits within months through faster deal cycles, higher win rates, and reduced order fallout.

CPQ success depends on disciplined business transformation: CSPs must align CPQ implementation with enterprise sales strategy, standardize data models, and simplify pricing structures. While integration with legacy systems and time-to-market challenges remain, treating CPQ as a business transformation rather than a technology project significantly increases long-term commercial impact.

The evolution of CPQ into an AI-driven, agentic commercial engine is changing how CSPs approach enterprise growth. Translating this strategic intent into measurable outcomes, however, depends on CPQ platforms that are purpose-built for telecom environments. CSPs must align CPQ implementation with internal complexity and business goals, treating it as a transformation initiative. Standardized data, simplified pricing rules, and realistic expectations around integration are essential to achieving sustainable success.

From CPQ Strategy to Execution: What CSPs Should Look for in Practice

The following section illustrates how these requirements are addressed in practice through a telecom-grade, AI-enabled CPQ implementation, using Netcracker Intelligent CPQ for B2B as an example of how agentic AI, network-aware configuration, and quote-to-activation automation can accelerate enterprise sales performance.

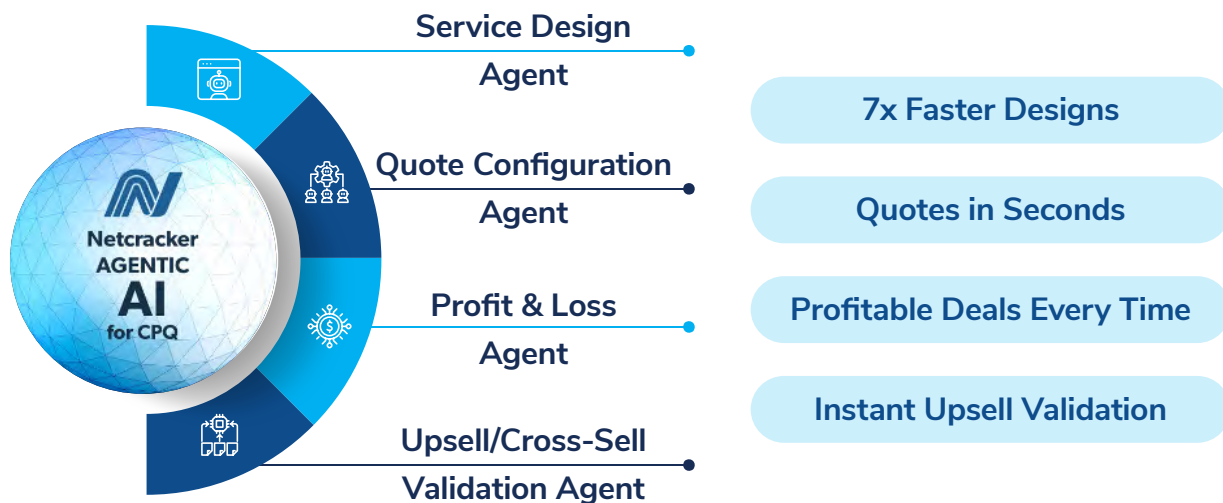


Netcracker Intelligent CPQ for B2B: Telecom-Grade Precision to Accelerate Enterprise Growth

Netcracker Intelligent B2B CPQ is purpose-built to help telecom operators manage the complexity of enterprise, wholesale, and B2B2X deals to drive B2B growth. As enterprise services expand across connectivity and cloud—including security, IoT, private networks, and 5G slicing—CSPs need a CPQ engine that delivers accurate, profitable proposals at speed. Netcracker streamlines the process from quotation to activation, preintegrated with OSS/BSS systems, reducing errors, shortening sales cycles, and enabling operators to win high-value enterprise opportunities.

Telecom-Built to Handle Complex Multisite and Multipartner Deals: Netcracker CPQ models multilevel rules, dependencies, and service structures inherent in telecom offerings. It supports multisite deployments, complex bundles, partner services, volume tiers, and diverse commercial models. Real-time network and inventory qualification is embedded to reflect actual availability. Dynamic pricing, guided negotiation, and robust discount governance give teams full control over offer structure and margin protection. A centralized catalog and preintegration with Netcracker Digital OSS/BSS ensure a seamless lead-to-activation journey across all channels.

AI-Driven Automation for Faster, More Profitable Quotations: Embedded AI agents automate the most time-consuming and error-prone steps in designing and pricing enterprise solutions with proven, measurable outcomes..



Agile Intelligence, Built for Growth: The Netcracker solution unites intuitive, role-based experiences with cloud-native, modular architecture. AI agents, self-service analytics, and open APIs empower teams to adapt faster, gain actionable insights, integrate seamlessly with OSS/BSS, and deliver fulfillment-ready quotes that accelerate revenue and long-term enterprise success.

YOUR TRANSFORMATIONAL GROWTH JOURNEY STARTS HERE

Frost & Sullivan's Growth Pipeline Engine, transformational strategies and best-practice models drive the generation, evaluation, and implementation of powerful growth opportunities.

Is your company prepared to survive and thrive through the coming transformation?

Join the journey. 