

Leader Profile

Name: Kirk Krappe

Position: Founder and CEO

Lives in: Menlo Park, CA

Personal Interests: Rowing

Favorite Book: Sienna Chronicles, 1756

Favorite Movie: Lawrence of Arabia

Favorite Musician: Sting

Admires: Richard Branson - for his amazing business sense, thirst for adventure and desire to give back.



About Your Company

What is most important to you and your company?

Apttus is built upon three principles: Tier One Everything – striving for excellence in every facet – 100% customer satisfaction (our minimum measurement of success), and lastly, everything Apttus does is about people. People are what have made Apttus successful for over a decade and will continue to do so in the years ahead.

How do you prioritize what your team works on in the next 3-6 months?

Apttus is customer-centric, so we prioritize based on our customers' needs. Through our Community, user groups, advisory boards and award winning Customer Success program (HappyCustomersTM), we engage with our customers to identify where we can add the most value to their business at the greatest speed and focus there.

Where do you see the biggest growth opportunity for your company?

The biggest growth opportunity will come from The Apttus Intelligent CloudTM which extends the Apttus Quote-to-Cash suite of process automation applications (including CPQ, CLM, EC and Billing) to include a Behavior Layer (Promotions, Incentive Compensation, Rebates and X-Author) and an Intelligence Layer (prescribing actions to improve the revenue process with artificial intelligence and machine learning delivered through Quote-to-Cash Intelligence). We have introduced these new capabilities because process automation is simply not sufficient to achieve real business outcomes including attaining higher revenue, greater profitability and improved customer experience. To achieve these results, companies need to go beyond process automation and provide appropriate incentives to all parties in a deal as well as data-driven insights into optimal deal structures. We see massive growth opportunities across our entire suite of applications for Salesforce and Microsoft Dynamics CRM customers.

About the CPQ Industry

What is the most pressing challenge for companies that offer CPQ solutions?

Most CPQ solutions today are centered on process automation. But successful outcomes are what customers are trying to achieve. We see, at the core of CPQ, artificial intelligence and behavior modification are requirements to consistently elevate sales performance and drive desired outcomes.

What is the next big thing in CPQ that will fundamentally change business?

It's all about allowing companies to achieve the right business outcomes. We are seeing revolutionary artificial intelligence dramatically increase the efficiency and effectiveness of revenue-making processes across Quote-to-Cash. Literally, machine learning technology is aiding sales reps to rapidly identify the right solution for the customer, maximize the deal for the company and optimize their compensation.

How will CPQ solution providers grow in the next 12 months? (i.e., organically, M&A)

Apttus has a massive opportunity for growth and we plan to double in size by 2017. Different segments of the market will take different growth strategies. Some may try to double down on specific vertical solutions to corner a niche segment of the market. Others will grow organically while some may look to grow through acquisition or partnerships. It's a significant market size, so different strategies will make sense depending on what part of the market a provider wants to target.