



Vendavo Acquires Endeavor Commerce Frequently Asked Questions

Who is Vendavo?

Vendavo focuses on helping the top Global 2000 companies improve their financial health by delivering world class, actionable pricing intelligence insights that enable advanced customer segmentation and pricing strategies proven to increase margin. Vendavo offers a complete solution from packaged software to professional consulting and implementation services made available by both on-premise and hosted solution delivery platforms for several core verticals, including: Chemicals/Process Industry, Industrial Manufacturing, High Tech and Distribution/Wholesale.

Who is Endeavor Commerce?

Endeavor Commerce develops and markets EndeavorCPQ. EndeavorCPQ is a SaaS-based software solution for Configure Price Quote (CPQ) that bridges the gap between quote-to-order processes, business intelligence, and manufacturing initiatives to deliver greater sales effectiveness and faster time to value.

What are Vendavo and Endeavor announcing?

Vendavo is announcing the acquisition of Endeavor Commerce. Endeavor Commerce develops and markets EndeavorCPQ, a SaaS-based Configure Price Quote (CPQ) software platform that bridges the gap between quote-to-order processes, business intelligence, manufacturing, and distribution initiatives to deliver greater sales effectiveness and faster time to value. The acquisition is part of a long-term strategy by Vendavo to deliver on its vision of being an end-to-end solution provider of opportunity-to-order solutions.

Vendavo and Endeavor Commerce management teams are excited about the opportunity to bring intelligent pricing together with CPQ and deliver a new generation of intelligent margin optimization solutions directly to the front line sales organizations of B2B companies. Endeavor Commerce and Vendavo Management teams believe both companies' current and future customers will benefit from the integration of advanced pricing science and CPQ solutions.

Why did Vendavo acquire Endeavor Commerce?

As enterprises ramp up their efforts to replace legacy configurator and CPQ applications, along with outdated ERP quoting tools, the acquisition of Endeavor Commerce provides several opportunities for Vendavo:

- Acceleration of Vendavo's strategy of delivering an end-to-end Opportunity-to-Order solution suite
- Meet growing demand from enterprise customers for end-to-end margin optimization capabilities
- Complementary corporate cultures

What are the terms of the deal?

Vendavo has fully acquired Endeavor Commerce and the terms of the deal are confidential.

Will Vendavo offer EndeavorCPQ to its customers?

Yes. All Vendavo customers will have the opportunity to purchase EndeavorCPQ 30 days after the announcement of the acquisition. For those companies with accelerated interest, demonstrations can be arranged by contacting your Vendavo Account Executive.

Will Vendavo integrate Endeavor Commerce CPQ technology into its solutions?

Yes. Vendavo will provide immediate access to EndeavorCPQ (within 30 days of acquisition) to all its customers and prospects as a separate standalone solution offering.

Vendavo has plans to deliver an accelerated, integrated pricing optimization and CPQ packaged solution within a few months after the acquisition.

I am a Vendavo customer; how does this deal impact me?

Vendavo's acquisition of Endeavor Commerce will not impact your current day-to-day interactions with Vendavo or in any way negatively impact your ability to access our world class professional services, and implementation support. There will be no change to your current account management or service contacts as a result of this acquisition. The acquisition of Endeavor Commerce will enable you to immediately access a new CPQ solution fully supported by Vendavo. This acquisition provides you with a partner, in Vendavo, that is uniquely situated to deliver advanced pricing capabilities together with EndeavorCPQ for greater margin optimization insights that can be delivered to the front line of your sales organizations.

What value does the Endeavor Commerce acquisition by Vendavo bring to Endeavor Commerce customers?

Gartner predicts that by 2018, 40% of B2B digital commerce sites will use price optimization algorithms and CPQ tools to calculate and deliver product pricing dynamically. This acquisition provides you with a partner in Vendavo that is uniquely situated to deliver advanced pricing capabilities together with EndeavorCPQ for greater margin optimization insights delivered to the front line of your sales organizations.

Endeavor Commerce customers now have a partner in Vendavo that will enable them to extend their current solution from a focus on configuration and quoting efficiency to support and enable their Sales teams to configure offers, negotiate optimally, and publish the output in a single, integrated solution.

I'm an Endeavor Commerce customer and I need immediate support. Who do I contact?

You will continue to access customer support and service in the same way you have always accessed it. You can access Endeavor Customer Support at:

- Support hours: 8:00am – 6:30pm CST
- Portal: [EndeavorCPQ Help Login](#)
- Support e-mail: support@endeavorcpq.com
- Support phone: (U.S.) 1-214-736-7178

I am an existing Endeavor Commerce customer and I'm interested in Vendavo solutions. What should I do?

Vendavo specializes in advanced pricing intelligence solutions for businesses with revenue of \$1b and higher in chemicals/process, manufacturing, high tech, and distribution verticals. Additional information can be accessed through your Endeavor Commerce account executive, or by visiting the Vendavo website at www.vendavo.com.

I am an existing Vendavo customer and I'm interested in purchasing Endeavor CPQ. What should I do?

Contact your Vendavo Client Solution Director who will work with you to identify your needs and determine if EndeavorCPQ is the optimal solution for you.

Within 30 days of the acquisition, all Vendavo customers will be able to purchase EndeavorCPQ through their Vendavo accounts. Should a Vendavo customer require more urgent access to EndeavorCPQ solution information or a demo, contact your Vendavo Client Solution Director for further assistance.

Where can I get more information on Vendavo solutions?

www.vendavo.com/products or www.vendavo.com/contact.