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How ABS Accelerates CPQ Workflow Through Keypoint Intelligence's quote iQ



Accelerated Business Solutions (ABS) has spent more than three decades building a strong presence in Florida. Based in Pompano Beach, the company provides a range of technology solutions including office equipment, managed IT services, and other business tools. As ABS continued to grow and support multiple locations, the need for a more efficient and scalable quoting process became increasingly clear.

Before implementing Keypoint Intelligence's quote iQ, ABS relied on a fragmented workflow that slowed sales teams down and brought unnecessary complexity. As Randy Loewenthal, Sales Operations

Leader at ABS, explained, the previous process created friction for the sales team. Representatives were required to use manufacturer configurators outside their primary system, then re-enter that information into their customer relationship management (CRM) system.

It was tedious to use and not always reliable, allowing too much flexibility. Reps could select incompatible components or miss required items entirely, creating issues that even when everything was configured correctly, making edits was difficult. In many cases, researching configurations beforehand and then building a quote took over a half hour.

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Sales Operations Leader at ABS

Integration with its CRM, HubSpot, was a top priority, as were the abilities to standardize configurations and eliminate the risk of user error. The goal was not just to speed things up, but to create trust through a more reliable and repeatable process. Keypoint Intelligence’s quote iQ delivered on both fronts. By combining configuration, pricing, and quoting into one workflow, ABS sales reps do not have to jump between systems and can move from opportunity to quote in a few clicks, with less chance of mistakes.

The difference in efficiency has been significant. Quotes now take only 4-5 minutes, even when multiple machines are included. For ABS, where many deals involve two or three devices across locations, that time savings adds up. Reps can build a quote, review pricing, and move on without getting stuck in the process.

Accuracy has also improved, thanks to the configurator within quote iQ that prevents invalid combinations and ensures required components are included. Instead of relying on individual knowledge or manual checks, the system guides users toward the correct setup. This is critical for new reps, who may not yet be familiar with every detail of a product line.

That consistency has helped how the team works internally. Managers now review deals quickly and provide immediate input. Because quotes are easy to access and understand, it requires but a few minutes to collaborate or adjust.

Every deal is visible, and nothing moves forward without the appropriate level of oversight.

The impact extends beyond quoting. With better visibility into pricing and margins, reps have more informed conversations about deals. Instead of guessing, they can see exactly how a configuration affects profitability, a shift that has changed the way contracts are approached, making the process more tactical.

What's more, new hires no longer need to learn multiple systems, and processes are understood quickly. As one team member described it, the experience feels like online shopping. Reps select what they need, confirm the configuration, and move forward. That simplicity reduces training and onboarding time.

Implementation was handled as a collaborative effort between ABS and KeyPoint Intelligence. Rather than forcing a standard setup, the platform was tailored to fit the company's existing workflows. From mapping data fields to refining quote formats, the process focused on building a tool that worked for the business from the first day. The result? A system that ABS began using immediately, with additional refinements made over time.

Feedback from Advanced Business Solutions has been overwhelmingly positive. The platform has not only increased efficiency but positioned the company for growth, too. With the ability to add new products, expand catalogs, and support additional business units:

quote iQ is viewed as more than just a tool. It is a foundation for scaling operations.

Today, quote iQ plays a central role in ABS's sales process. By reducing quote creation time, improving accuracy, and creating a more consistent workflow, the platform allows sales teams to stay focused on customers instead of getting caught up in administrative work. For the company, that shift has made a meaningful difference in productivity and overall performance.

