

CPQ, but it **thinks**.

For twenty years, “sales software” meant building better forms. Ambient ends that era. We didn’t bolt AI onto CPQ — we rebuilt CPQ as a reasoning agent. Meet Agentic Quote Intelligence: the platform that turns a sentence into a governed, network-ready, board-grade deal — autonomously.

NEURO-SYMBOLIC CORE MULTI-AGENT ORCHESTRATION NETWORK DIGITAL TWIN CLOSED-LOOP LEARNING

The form was the bug. The agent is the fix.

Selling enterprise connectivity is a reasoning problem — feasibility, topology, resilience, supplier economics, margin, compliance — collapsed into a deadline. Legacy CPQ answered it with dropdowns. We answer it with a cognitive system: it listens, grounds itself in your catalogue, designs the network, prices in real time, governs itself, and learns from every deal it touches.

This is not a faster form. It is a different species of software.

What lands on the P&L.

Weeks → minutes	Margin held	Win rate up	Cost-to-serve down
Multi-site quote + BRD turnaround	Floors & optimal-price at quote time	Faster, smarter, explained proposals	Architect work, automated

The CRO wins

Quote more, quote bigger, quote first — every rep performs like your best one, and deals stop dying of slow turnaround.

The CFO & CISO win

No below-floor discounting, no stale pricing, no self-approval — anti-bribery & audit baked in, on AI you can defend.

\$300–640M modeled annual value — \$20B-revenue operator	1–5% of revenue leaks at the quote — closed at source
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Illustrative — McKinsey gen-AI-in-telecom uplift (~1.5–3% revenue) applied to a \$20B operator; modeled, not a guaranteed recovery. Leakage: TM Forum.

Legacy CPQ asks your team to configure the form. **Ambient gives every deal an agent — and a brain.**

Converse. Reason. Recommend. Price. Govern. Generate. One agentic platform — from a single circuit to a thousand-site estate. The category is being created right now. The only question is who owns it.

[BOOK THE LIVE MULTI-SITE DEMO](#) [PILOT ON YOUR OWN DEAL DATA](#) [CO-CREATE THE ROADMAP](#)

Ambient CPQ is an agentic, neuro-symbolic platform under active development. "The horizon" describes product vision/roadmap, not current GA capability. Outcome figures are directional. © Rupadi International.

The window just opened. **It won't stay open.**

01 / TECH

The agentic inflection

LLMs crossed from autocomplete to autonomous tool-use. Multi-agent systems can plan, act and self-review. The capability to build a thinking deal desk exists for the first time.

02 / MARKET

Margin under siege

Connectivity is commoditising; every discount point is scrutinised. CXOs must quote faster AND tighter — speed and margin, not one or the other.

03 / BUYER

Conversation is the new UI

Buyers expect to describe what they need, not navigate a vendor's wizard. The interface of record is becoming language. The form is already a relic.

~\$2 trillion+ market · gen-AI paradox: 80% use it, 80% see no P&L lift · **\$2.6–4.4T awaits agents**

Sources: Grand View / GSMA (market) · McKinsey, "Seizing the agentic AI advantage," 2025.

Whoever owns **agentic quoting** in telecom in the next 24 months owns the category. Everyone else integrates a chatbot onto a legacy core and calls it AI.

Legacy CPQ is a form factory — **and forms can't think.**

Predefined Rules

Logic lives in the application. Every product or rule is an admin project, a PS invoice, a release cycle.

Slow

Multi-site RFPs become spreadsheets and Visio. Deals cool while humans re-key.

Leaky

Discounting is manual and after-the-fact. Margin walks out, one approval at a time.

Blind

No reasoning, no learning, no real recommendation. It can't tell a CFO why.

Bolting a generative chatbot on top stacks **hallucination risk** on a rigid core. You can't patch your way to a new architecture.

THE CATEGORY WE'RE CREATING

From Configure-Price-Quote to **Converse · Reason · Act.**

CONVERSE

Ambient intake

Describe the need; the copilot collects only the gaps. The CPQ disappears into the conversation.

REASON

The deal thinks

A mesh of agents searches, designs the network, ranks, recommends and prices — grounded in your catalogue.

ACT

Governed output

A real-time quote, a network digital twin, and an auto-generated provisioning BRD — validated and approved.

Ambient = intelligence that's everywhere and invisible. The deal configures itself; your team supervises outcomes, not screens.

Neuro-symbolic by design: the network proposes, **the catalogue disposes.**

Every CXO's first question about AI is "what happens when it makes something up?" Our answer is architectural. The language model is a parser. It never decides anything commercial.

NEURAL

LLM

Understands intent, extracts entities from free text. Probabilistic — and contained.

SYMBOLIC

Catalogue (EPC / TMF620)

Deterministic rules, fields, conditional logic, pricing. The governed source of truth.

RESULT

Grounded decisions

No invented products. No invented prices. Fully explainable, fully auditable.

XAI

Explainable by construction

Deterministic scoring + decision trace. Defend any price to a regulator or board.

GUARDRAILS

Hallucination-immune

The model can't quote what isn't in the catalogue. Generative speed, symbolic safety.

AGILITY

Change the catalogue, not the code

New product, rule or market = a catalogue edit. No release, no PS bill.

Every deal is a crew of specialists, **orchestrated.**

COPILOT

Perception

Catalogue-driven dialogue + deterministic intent. The agent that listens.

RECOMMENDER

Advisory

CF + content-based ML over your quote history. The agent that advises.

RANKING

Judgment

Multi-objective scoring: cost · reliability · diversity · risk. The agent that decides.

PRICING

Economics

Waterfall, win-probability, optimal-price, anomaly. The agent that protects margin.

BROKER

Orchestration

Search, quote assembly, topology & BRD. The agent that builds.

VALIDATOR

Conscience

Schema, business-rule & compliance gates. The agent that says no.

FEASIBILITY

Reality

Live serviceability, availability & TMF645. The agent that checks the ground.

BUNDLE+DISCOUNT

Composition

Multi-layer bundles + governed discount routing. Package & negotiate.

Five layers of intelligence — perception to learning.

PERCEPTION

UNDERSTAND

Natural-language intake + deterministic intent. Intent → structured requirement, grounded in the catalogue.

COGNITION

REASON

Hybrid recommendation + multi-objective ranking. The system forms a point of view on the right design — and explains it.

ECONOMICS

PRICE

Real-time pricing waterfall + predictive win-probability & optimal-price. Margin and win rate, optimised together.

ACTION

BUILD

Quote assembly + network digital twin + auto-generated provisioning BRD. From intent to a buildable network in one pass.

LEARNING

COMPOUND

Every quote feeds the recommender. A closed loop that gets smarter with use — your data flywheel.

Your best solutions architect, cloned across every deal.

THE MODEL

Collaborative + content-based, hybrid

Encodes the live customer into a feature vector, computes similarity against your entire quote history, takes the nearest neighbours and weighted-votes the best-fit SLA, redundancy, CPE, access and bundle — then blends content affinity. A real recommender, not a “customers also bought” rule.

THE MOAT

A compounding data flywheel

Every deal you close makes the next recommendation sharper. The advantage isn't the model — it's the closed loop on your proprietary deal data. Competitors can copy a feature; they can't copy your flywheel.

Bigger deals — surfaces the upsell a junior misses. **Explained** — every suggestion carries its why. **Self-improving** — sharper with every quote.

Win the deal and **protect the margin** — same motion.

Predictive pricing

Win-probability & optimal-price models, deal scoring, scenario analysis, negotiation guidance, anomaly detection — the pricing desk, always on.

Real-time, never stale

Every quote priced live from the rate card and supplier interface. Stale pricing — the silent margin killer — is impossible by architecture.

Supplier-aware to the circuit

Carriers price differently and the quote reflects it. Wholesale rate cards drive the BOM, not a flat formula.

Governed waterfall

Policy caps, margin floors, stacking limits enforced in-line. A rep cannot ship below the floor.

Compliance built in

Anti-bribery discount thresholds + maker-checker enforced at quote time, with full audit trail.

Always reconciled

$TCV = MRC \times \text{term} + NRC$, validated across every layer. The number on the page always ties out.

It doesn't just quote the network. **It generates it.**

From the captured requirement, Ambient builds a live network digital twin — and the build pack with it. Generative network design, at quote speed.

DESIGN

Topology engine

Reads config + catalogue + live feasibility and computes the real fabric — hub-spoke, dual-hub, regional-hubs, mesh — auto-selecting hubs & links. 1,000 sites in milliseconds.

VISUALISE

Zoomable estate twin

A NOC-grade map: zoom from the whole estate to one site & its serving POP; click any node for full config. Level-of-detail to thousands of sites.

DOCUMENT

Generative BRD

An enterprise provisioning BRD — exec summary, vector topology, a page per site with config, steps & acceptance — generated, not written.

Legacy equivalent: weeks of architect time, a spreadsheet, a hand-drawn diagram. Ambient turns a multi-site RFP into a board-ready quote **and** a provisioning pack — in one breath.

AI you can put in front of a **regulator**.

Deterministic

Commercial decisions are rule-driven, reproducible and traceable — never a black box.

Governed

Validation, margin floors, approval routing & segregation-of-duties at quote time.

Auditable

Every recommendation and price carries its rationale and trace. Defensible by design.

Open

Built on TMF standards (620 / 638 / 645). Carrier-grade, no lock-in, clean OSS/BSS fit.

And it's not only run by agents — it's built and governed by them. An AI-native engineering process puts every change through an adversarial board of specialist personas — security, pricing, ML, compliance, performance — before it ships. Tier-1 rigour, at software speed.

Legacy CPQ vs. Agentic Quote Intelligence

DIMENSION	LEGACY CPQ (SFDC / ORACLE / CONGA / PROS)	AMBIENT · AGENTIC QUOTE INTELLIGENCE
Paradigm	Configure a form	Converse · Reason · Act
AI core	None, or bolt-on chatbot (hallucinates)	Neuro-symbolic — neural intake, symbolic decisions
Architecture	Monolith of admin rules	16-service multi-agent mesh, orchestrated per deal
Recommendation	Static cross-sell	Hybrid ML recommender + closed-loop learning
Pricing	Rate tables + manual discount	Real-time waterfall + win-prob/optimal-price AI
Multi-site	Spreadsheet + manual design	Network digital twin + generative BRD
Governance	After-the-fact	In-line: floors, anti-bribery, maker-checker, audit
Time-to-quote	Days → weeks	Minutes

Three moats that widen with every deal.

DATA

The flywheel

Closed-loop learning on your proprietary quote history. Every deal sharpens the next recommendation. Time is on your side.

CATALOGUE

The control plane

The catalogue is the product. Logic lives in data, not code — so you out-iterate incumbents who ship logic in quarterly releases.

AGENTIC SDLC

The velocity engine

An AI-native, agent-governed engineering process. You don't just sell faster — you build faster, with adversarial quality gates.

A competitor can copy a screen. They cannot copy your **flywheel**, your **control plane**, or your **build velocity** — and all three compound.

Where this goes: the self-driving deal desk.

NEXT

Autonomous quoting

From copilot to autopilot: agents draft, price & route entire deals for human sign-off — supervised autonomy.

NEXT

Generative solutioning

Describe an outcome ("resilient retail estate, 400 sites, <5ms"); the system designs the whole architecture.

NEXT

Self-optimising pricing

Reinforcement-driven price discovery that learns the efficient frontier of win-rate vs margin.

NEXT

Ambient commerce

Quoting inside the conversation — Teams, email, voice. The CPQ disappears; only the outcome remains.

VISION

Predictive deal-making

Flags the renewal at risk, the estate ready to expand, the carrier swap that lifts margin — before the rep asks.

VISION

Agent-to-agent commerce

Your quoting agent negotiating with a buyer's procurement agent — machine-speed cycles, governed by policy.

VISION

The living catalogue

A catalogue that tunes itself — surfacing winning bundles, retiring losers — from the closed-loop signal.



Thank you