



# How Fassi Cranes Perfected Complex Configuration

100% Order Accuracy with Cincom's Advanced Configurator



## It's the stuff of manufacturers' dreams ... 100% Order Accuracy

- Error-free configuration
- No rework or "field fixes" needed
- Perfect production runs
- On-time (or ahead-of-schedule) delivery
- Rock-Solid Customer Confidence

*CPO: The Often Overlooked Necessity to CRM. [READ MORE](#)*



That's exactly what one of the top industrial machinery manufacturers in the world was striving for.

Fassi Cranes produces 10,000 custom-built cranes each year from over 30,000 possible configurations. No room for error.



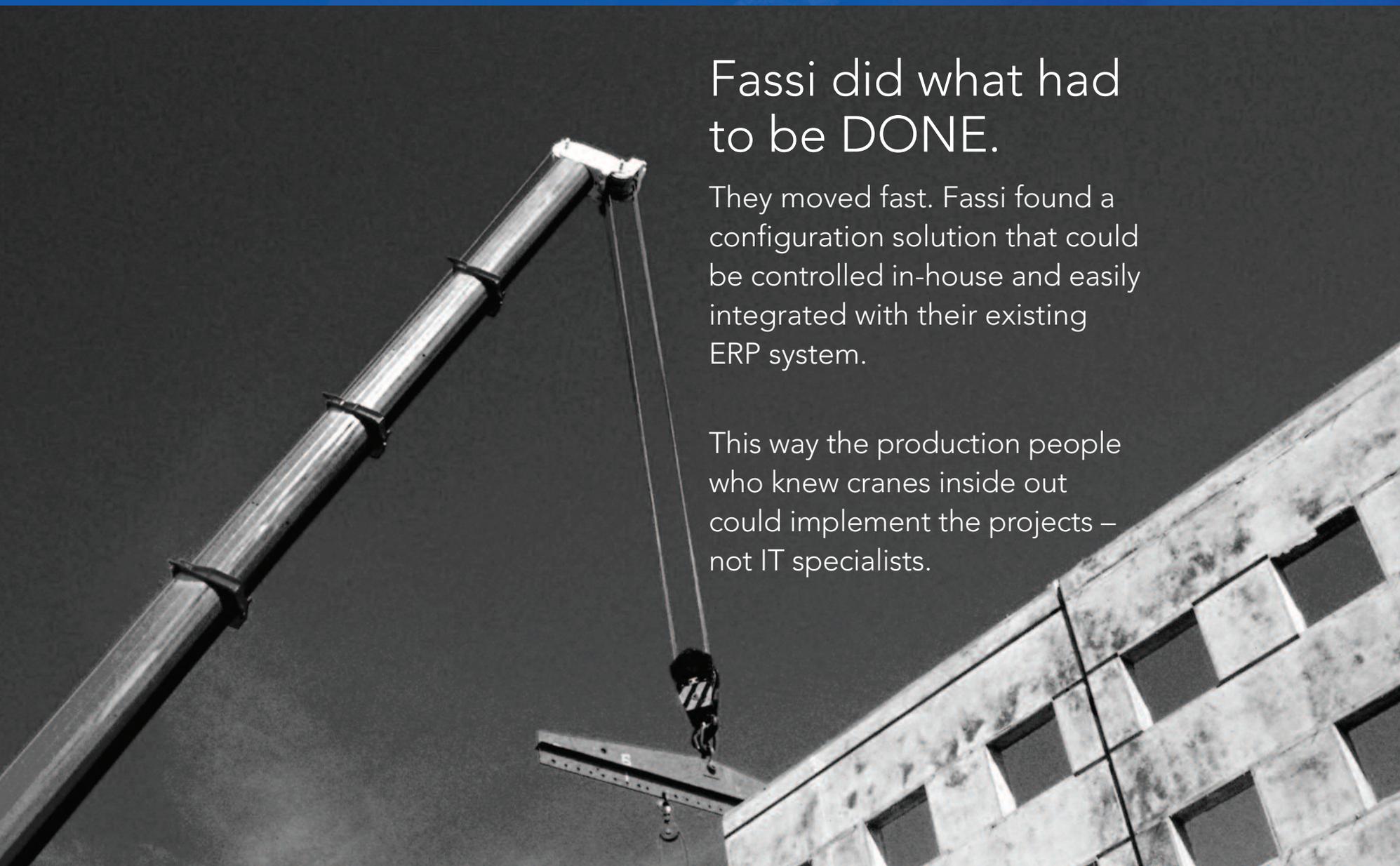
## What would you do?

Orders are coming in from all over the world!  
*(But via email or fax, using individual forms)*

Sales is making deals! *(But they need the technical knowledge to configure them correctly.)*

Dealers are selling your products! *(But they aren't always being kept in the loop and monitored.)*

Global expansion is happening! *(But it's only intensifying the problems.)*



## Fassi did what had to be DONE.

They moved fast. Fassi found a configuration solution that could be controlled in-house and easily integrated with their existing ERP system.

This way the production people who knew cranes inside out could implement the projects – not IT specialists.

*Cincom's Advanced Configurator is seamlessly integrated into Microsoft Dynamics AX and Microsoft Dynamics CRM. **READ MORE***

## Immediate Results

Configurations are integrated straight from resellers into Fassi's ERP system.

Dealers' work is efficiently monitored worldwide.

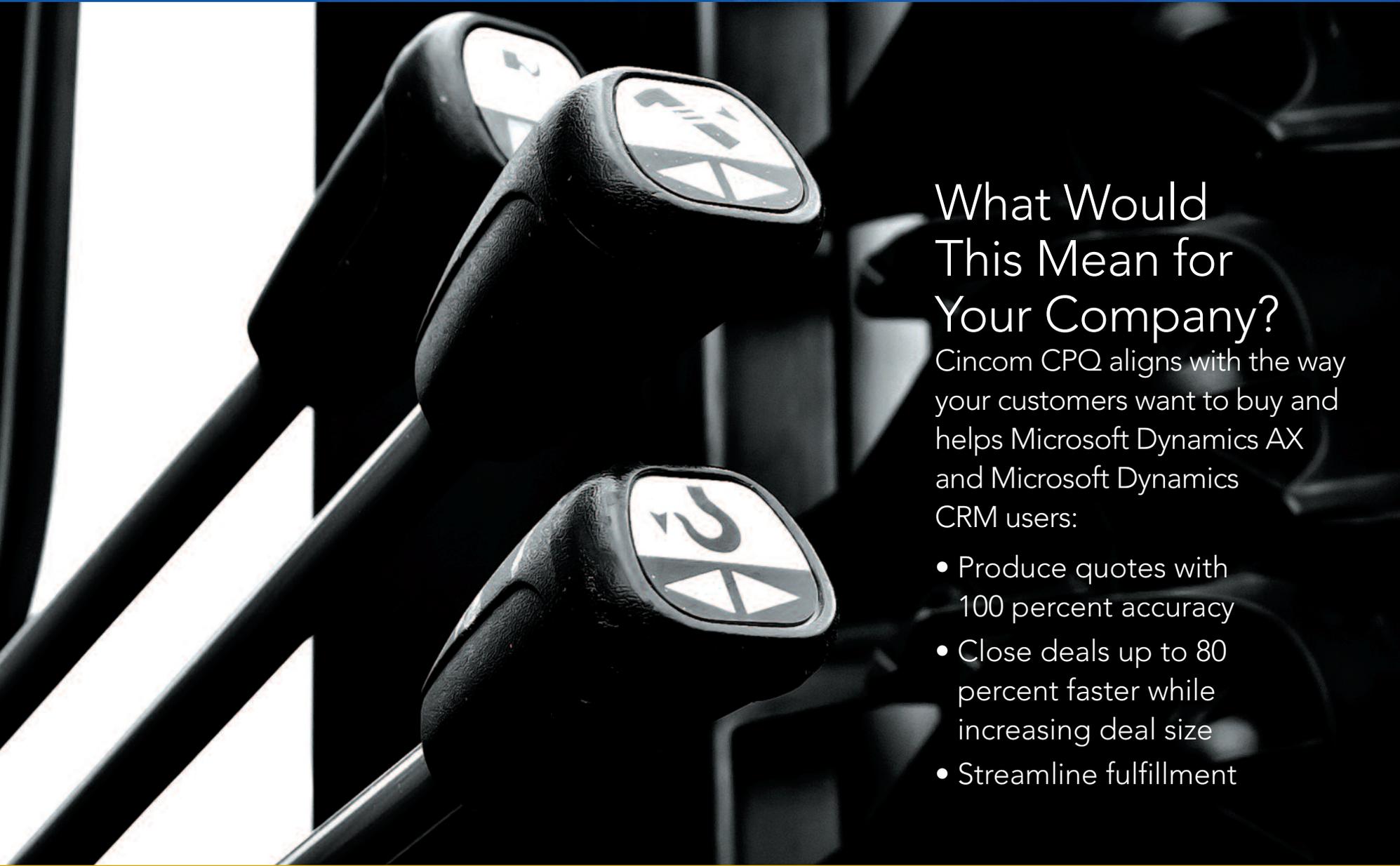
Improved production planning and faster raw-material requirements planning ensures that Fassi customers receive their cranes without compromise.



A white Fassi truck with a crane arm is shown in a low-angle shot. The truck is parked outdoors, and the crane arm is extended upwards. The background shows a cloudy sky and some industrial structures.

Fassi now receives  
100% Accurate  
Configurations  
from all over the  
world, 24 hours  
a day.

*"Cincom's solution is able to cope with our complex products and processes – and produces error-free results."  
– Roberto Calegari, Fassi's Group Supply-Chain Manager*



## What Would This Mean for Your Company?

Cincom CPQ aligns with the way your customers want to buy and helps Microsoft Dynamics AX and Microsoft Dynamics CRM users:

- Produce quotes with 100 percent accuracy
- Close deals up to 80 percent faster while increasing deal size
- Streamline fulfillment

Calculate your profit potential with this ROI calculator. **GO NOW**

# See for Yourself

See how the most advanced sales and product configurator seamlessly integrated into Microsoft Dynamics CRM and Microsoft Dynamics AX can ensure 100% order accuracy. **Request a demo today.**

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