⨁ Cincom.

E-ONE Improves Efficiency with Cincom Configure-Price-Quote Technology

E-ONE is a leading fire apparatus manufacturer, making emergency vehicles, rescue trucks, aerial fire trucks and rescue pumpers. Part of the REV Group, E-ONE is one of the largest manufacturers of fire rescue vehicles in the United States, with more than 23,000 vehicles in operation around the world. They are the industry leader in product innovations and exceeding customer expectations—all of which began with its EzDRAW, EzONE, EzWRITER and EzONE2go product configurators, based on Cincom technology.

Complex, Customizable Products

The need for a versatile configure-price-quote (CPQ) solution was born out of the company's increasingly complex product offerings; E-ONE's emergency vehicles can have up to 14,000 customizable features. As a result, E-ONE was challenged with producing accurate quotes and orders that required significant amounts of resources and cost. E-ONE did not have structured processes for product definition and the release of new features. Dealers could "write in" their interpretations of an order, including instructions to the shop floor. This technique made systemic bill of material (BOM) determinations next to impossible.

The Solution

In 2005, E-ONE began implementation of its EzONE product configurator, based on Cincom technology. By the end of 2007, all E-ONE products were released into EzONE,

Goals
- Improve the accuracy of orders to build complex, customized fire trucks
- Eliminate waste from manufacturing system
- Reduce the cost of maintaining the system
- Make it easier for customers to order highly customized trucks

Challenges
- Little buy-in among departments
- Too much time between order receipt and order release
- Customer difficulty in accurately configuring orders for highly customized trucks

Key Results
- Improved forecasting: visibility at the time of quote rather than at the time of the order
- Reduced manufacturing costs
- Up to a 51 percent reduction in lead times
- Improved purchasing: less need to expedite parts
- Reduced inventory and improved inventory turns
- Faster response to market demands
- Improved dealer effectiveness
- Seamless integration with legacy systems
- Greater dealer and customer satisfaction
- Order processing time reduced by 41 percent

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resulting in a marked improvement. Now, instead of an error-prone process that took days, customers can order highly customized fire rescue vehicles in minutes.

Capturing Tribal Knowledge and Shortening the Sales Process

Cincom's solution allows E-ONE to capture the knowledge of the product as they build it. Their prior configuration product relied a lot on tribal knowledge, which meant their dealers had to be very good fire truck designers. Using Cincom, they capture the knowledge in the product, and that allows them to push that knowledge into the dealers' hands, so they don't necessarily need to know every single thing about a fire truck in order to configure it. A dealer can now create a new quote and have it available to his customer in under 20 minutes – a process that would have required days of phone calls back and forth between sales and dealer support.

Developing Highly Customized Quotes

"With Cincom technology, we were able to develop a quoting tool that we could populate with thousands of options and hundreds of rules, allowing the dealer to develop a highly customized quote for the wide variety of products we offer."

Working with Cincom

Cincom worked closely with E-ONE's team in the creation of EzONE and helped guide the project to successful completion.

Defining the Product

The critical linchpin to product development is product definition. The product needs to be set up with a good foundation in order to make it successful. The Cincom team helped E-ONE with that.

According to E-ONE's Configuration Manager, "One of the great things about Cincom technology is that there are so many paths you can move through to reach your end goal. So we had to determine what the correct path was for us, and Cincom really made that a much easier experience. They came in, analyzed our needs and became a part of our team in helping us to figure it out."

Easy Integration

Cincom even made the integration of the new system into the legacy software easy. "Every company has a suite of software that they use, and leveraging in another suite of software can be difficult. With Cincom, that wasn't

a problem. We were able to feed our ERP system, our reporting system and our financial systems. It all meshed seamlessly, and again, Cincom was wonderful in helping us figure out those touch points."

Ongoing Support When Needed

After the implementation was completed and EzONE was live, it was the Cincom Support team's turn to shine. "In the rare occasion that we do have an issue, they're right there. They're always available, they always get back to us and they stay on top of the issue like it was their own."

Making E-ONE Successful

E-ONE's Configuration Manager ticks off the ways that Cincom's solution helped turn the company around. "Using Cincom's solution, we can:

- Time our release of the product with the release of the configuration for that product, so that our dealers can order them immediately when they're available.

- Capture the knowledge of the product as we build it and push that knowledge into the dealers' hands.

- Improve the timeliness of bid reviews and the accuracy of orders as they come in."

"Cincom's solution has put us in a strategically well-placed position."
– Configuration Manager, E-ONE

Recruiting New Dealers

E-ONE uses EzONE as a selling tool and a recruitment tool for new dealers. According to E-ONE's Configuration Manager, "It's a very powerful tool that allows the dealer to get information out of E-ONE without phone calls. They can get detailed specifications on customized products that they're developing for customers. One of our dealers told us that he views it as a competitive advantage in his market."

The Bottom Line

E-ONE's Configuration Manager continues, "Without the Cincom technology, frankly, we wouldn't be able to manage the front-end business the way we do today. It enables our channel to sell our trucks, to get information to the customers and to get the orders in the door."