

Bartec Technor Looks to Cincom to Improve Configuration, Pricing and Quoting Accuracy and Speed

Goals:

To improve competitiveness with faster, more accurate product configuration and quoting.

Challenges:

Bartec Technor needed a global solution that could handle complex configurations with tens of thousands of options.

Solution:

Cincom CPQ™

Expected Results:

- Improvements in ease of doing business
- Enhanced customer experience
- An increased number of quotes to order
- Improvements in quote accuracy
- Volume of quotes multiplied
- Increased revenue

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Situation

Customers worldwide are demanding faster responses and instant information, even from vendors that sell complicated products. Norway's Bartec Technor, a global manufacturer of safety products used in the oil and gas industry and part of the German-headquartered BARTEC Group, one of the world's leading providers of safety technology, knew it needed to respond faster to customers. It turned to Cincom to improve its configuration, quoting and pricing process.

The Complexity of Quoting

Bartec Technor was growing so rapidly that it couldn't put out product quotes fast enough. Bartec's difficulty was compounded by the complexity of its products. Safety products for the oil and gas industry can be created in tens of thousands of different ways.



A Bartec Technor safety product

"We obviously have products that are very configurable", said Halvor Lunde, Managing Director. "There's lots of flexibility in how they are configured, but they still must comply within certain rigid frameworks related to the significance of the explosion-proof product we're making."

This flexibility, while good for the customer, made it difficult to create consistent quotes. "What we experienced was that two people couldn't necessarily configure the products the same", said Lunde.

The configuration process was complicated, time-consuming and difficult to train. Lunde knew there had to be an easier way.

Lunde liked the concept of an internet-based car configurator. "You know when you want to buy a new car, you can go in there and configure your own car or the features that you like? We thought a similar principle would be great for what we are doing, only it would need to be able to manage a much higher level of complexity. Where could we find a product that could help us with this?"

The Answer: Cincom CPQ

"Cincom really showed us that it was possible for us to improve our customer experience by being easier to buy from", said Lunde. "We never really seriously considered any other alternative than Cincom."

One key feature of the Cincom solution that appealed to Lunde and his team was its cost-effective integration with SAP®. The BARTEC Group uses SAP for sales, planning, purchasing, manufacturing and finance throughout the company. "The integration with SAP was a key buying decision. It is important to turn a quotation into an order within SAP without too much fuss."

Improving Hit Rates

"My goal with this project is to turn around quotes more quickly and more accurately. History proves that quicker turnaround and more accurate solutions increase hit rates", said David Mazziotta, Bartec's International Sales Manager. "Hit rates equal conversion from a quote to an order; not in dollars, but in numbers of converted quotes."

More Cost-Effective Production

"We want to employ more rules and regulations into the configuration process to narrow the options of our engineers", said Lunde. "We want to move customers into a predetermined path that we have set." By limiting options, the Production department can better manage supplies and processes, creating more cost-effective products – savings that could be passed along to the customer or invested in R&D.

Improving the Customer Experience

Bartec wants to do more than just deliver faster quotes. It also wants to deliver cost-effective solutions for its customers.

"To make a simple example, in an electrical enclosure for explosion-proof equipment, you usually have cable glands for any cable going into the enclosure. The cable glands also have to be certified for explosion-proof use. There are maybe 20, 40, 100 brands for approved explosion-proof cable glands. We want to have only a certain number of these brands available in our configurator." This will allow Bartec to negotiate pricing discounts on behalf of its customers.

Bartec's Overall Impression of Cincom?

"We've been very impressed with the Cincom staff; both in the sales process toward us and their level of professionalism in running the project for us", said Lunde.

About Cincom

Since 1968, Cincom's software and services have helped thousands of clients worldwide simplify the management of complex business processes. Cincom serves thousands of clients on six continents including BMW, Boeing, Penn State University, Siemens and Trane.

For more information and additional resources, send an e-mail to infoeurope@cincom.com, or visit the company's website at www.cincom.com.



World Headquarters • Cincinnati, OH USA • US 1-800-224-6266 • International 1-513-612-2769 • info@cincom.com • cincom.com
Americas: Brasil cincombr@cincom.com • Ontario, Canada NOBrien@cincom.com • Quebec, Canada infoquebec@cincom.com
Europe: Brussels, Belgium • Lyon and Paris, France • Schwalbach/Ts., Germany • Turin, Italy • Monaco • Culemborg, The Netherlands
Madrid, Spain • Maidenhead, United Kingdom InfoEurope@cincom.com
Greater Asia Pacific (GAP): Sydney and Melbourne, Australia info@cincom.com.au • New Delhi, India info_india@cincom.com
Tokyo, Japan info@cincom.com

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