

# Cincom CPQ™ Enables Fassi Cranes to Reach New Heights

## Goal:

Implement a product configurator that meets Fassi's requirements of a highly complex product range sold by a worldwide dealership

## Challenges:

- Guarantee configuration accuracy and effectiveness with a global sales network
- Ensure user-friendly configurations by non-IT people
- Establish flexibility in managing highly complex configurations
- Achieve 100 percent compatibility with Fassi's ERP system

## Solution:

Cincom CPQ

- Guided Selling and Product Configuration Software

## Results:

- Configurations can now be integrated straight from the dealers into Fassi's ERP system, 24 hours a day
- Error-free configurations
- Their dealers' work can be efficiently monitored all over the world
- Improved production planning and faster raw-material requirements planning



## Situation

Fassi Gru, an Italian crane manufacturer established in 1965, exports its range of quality products to the entire world and guarantees technological innovation and technical assistance at the highest level. The number-two brand in the world in its sector sells via a sales network spread across almost 60 markets worldwide. Fassi produces around 10,000 cranes per year in 11 plants across Italy.

All of the cranes are tailor made and custom built for each client. This explains the astonishing extent of the Fassi range, with over 60 models in 30,000 configurations. Customers choose Fassi products most of all for their quality and their equipment. Over 90 percent of a Fassi crane is manufactured directly in one of their factories. Fassi organizes its operations via component production workshops, assembly plants, crane testing centers and a logistics center that manages and automates crane stock and parts.

## Business Challenge

A Fassi crane is made up of an infinite number of variants, and some of them can conflict with each other. The Fassi Group sales office receives orders from all over the world. In the past, orders came in via e-mail or fax using individual order forms. During their global expansion, the number of orders increased dramatically. These orders had to be filtered and oftentimes technically corrected before they could be entered into their ERP system. Also at the sales level, the technical knowledge did not always suffice causing ultimate control to occur at the production planning level.

The product configurator guarantees that orders are correctly generated 100 percent of the time, and they can be completely integrated into Fassi's ERP system. With the implementation of a configurator, Fassi's goal was to reduce the time spent manually checking and correcting orders, thus increasing the efficiency of their entire sales and configuration process. Also, Fassi wanted to better manage its product range, more effectively monitor the work of their dealers and improve the entire process from planning through production.

## System Selection

Fassi had tested other configuration products in the past, but these had not met 100 percent of their needs. Products were dismissed since rules definition and management were far too complex. It was important that the configuration solution chosen could completely be controlled in-house and be integrated with their ERP system. This way the production people who know cranes inside out could implement the projects—not their IT specialists.

Fassi was very impressed with the speed and efficiency of the first Cincom demo on their product range. Roberto Calegari, Group Supply Chain Manager, explained, "We found that Cincom's staff had high levels of expertise and knew what they were doing."

## Immediate Results

The configurator project took around six working months to implement with a group of four Fassi people. Calegari, who was surprised at how quickly the Cincom configurator was up and running, said, "After four or five days of training, we could already start using it (though naturally with help from Cincom staff)."

The configurator's impact on Fassi's efficiency is significant. Fassi is now able to receive configurations from all over the world 24 hours a day. Orders from very different time zones (e.g., Australia and Canada) are already in the system when the Italian sales office starts working in the morning.

Fassi found that Cincom's configurator combined several advantages:

- Rules can be easily defined in trees or case format by a graphical interface.
- A wide range of rules: selection rules, constraint rules, configuration rules and procedural rules.
- The product is totally compatible with all of the Fassi IT systems.
- The product is highly accurate even at the part level and very flexible in managing complex configurations.
- You can constantly update/check configurations to improve them during the project implementation.

## Vendor Assessment

Fassi has been very pleased with the results from their implementation. Calegari stated, "We have certainly had a very positive experience with Cincom. We consider it to be a very serious company doing all that it takes to satisfy its customers' requests. We've noticed that the Cincom product is a very powerful and versatile engine, able to cope with complex products and processes that are hard to manage, and producing error-free results."

The fact that throughout the project, the Cincom team was very helpful to solve any problem contributed positively to Fassi's selection.



**World Headquarters** • Cincinnati, OH USA • US 1-800-224-6266 • International 1-513-612-2769 • [info@cincom.com](mailto:info@cincom.com) • [cincom.com](http://cincom.com)  
**Americas:** Brasil [cincombr@cincom.com](mailto:cincombr@cincom.com) • Ontario, Canada [NOBrien@cincom.com](mailto:NOBrien@cincom.com) • Quebec, Canada [infoquebec@cincom.com](mailto: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](mailto:InfoEurope@cincom.com)  
**Greater Asia Pacific (GAP):** Sydney and Melbourne, Australia [info@cincom.com.au](mailto:info@cincom.com.au) • New Delhi, India [info\\_india@cincom.com](mailto:info_india@cincom.com)  
Tokyo, Japan [info@cincom.com](mailto:info@cincom.com)

Cincom, the Quadrant Logo and Cincom CPQ are trademarks or registered trademarks of Cincom Systems, Inc. All other trademarks belong to their respective companies..

© 2015 Cincom Systems, Inc. FORM CPQUS1502064 5/15 Printed in U.S.A. All Rights Reserved