



# Driving Higher Revenue for Specialty Vehicle Manufacturers

Sell More. Sell Faster. Sell Anywhere.

## A Challenging Business Environment

Trucks and trailers, fire apparatus and emergency vehicles, cranes, planes and submarines, as well as many other specialty vehicles, are often made to order. It's common for a manufacturer to never build the exact same vehicle twice.

This makes the quotation and configuration process demanding and time-consuming, typically involving a team of engineers, days of phone calls, e-mails and meetings back and forth to create an accurate, buildable quote.



**E-ONE** is a worldwide manufacturer of fire rescue vehicles. They were able to improve the effectiveness of their dealers, reduce lead times by 51 percent and order processing time by 41 percent. [🐦](#)

## Think your process is too complicated to automate?

Think again. A robust configure-price-quote platform can dramatically improve the entire buying experience for highly engineered products. High-performance rules engines take complex rule structures, along with your tightly defined constraints and options, and create accurate outputs for even the most complicated processes.

But that doesn't mean they're complicated to use. A high-performance CPQ solution brings the expert product knowledge that's

scattered throughout your organization to your sales team when they need it, in an easy-to-use, understandable form. Beginning with product configuration, they should be able to create real-time pricing and quoting of those configurations and deliver a proposal on the spot.

Of course, CPQ should give your dealers everything they need to sell. But more importantly, customers will also have everything they need to make a purchasing decision quickly. 

The Fassi logo consists of the word "FASSI" in a bold, red, sans-serif font, enclosed within a red rectangular border.

**Fassi** produces 10,000 custom-built cranes per year from over 30,000 possible configurations. They were able to reduce manual quoting by experts, achieve 100 percent order accuracy and reap a huge reduction in the time needed to launch an order into production. 



## There's more than expertise involved. There's also the bottom line.

With so much riding on them, specialty vehicles must be built right. But for you to be successful, they also need to be built profitably.

When vehicles are highly customized, configuration is often highly complicated. The processes needed to manufacture them can be just as structured as the products. And sophisticated technical machinery may also have equally sophisticated pricing.

Now dealers don't have to know every possible configuration to be experts; they don't even have to be especially tech-savvy. A good CPQ platform will ensure that the vehicle, apparatus or equipment the customer orders—no matter how complicated or highly customized—is buildable **and profitable**.



**ASV** is the largest manufacturer of emergency vehicles and small buses in North America. They selected Cincom CPQ for its scalability and multi-channel, multi-business capabilities. They use it to drive revenue growth for their entire enterprise of over 10 business units. 

# Empower Your Dealers to Deliver More Value

## Have you ever experienced:

- Delays when customers make special requests?
- Lost sales due to extended time to prepare and approve quotes?
- Orders that need to be reworked (often multiple times)?
- Low customer satisfaction or margin erosion?
- Lack of visibility into your dealer channel?

Companies grow by either expanding their channels or by delivering more product through existing channels. Therefore, it's

not uncommon for global manufacturers to acquire other businesses in order to become the dominant supplier in a vertical market. However, simply expanding the product offering is of little value if the sales channel is not competent to sell it.

A CPQ solution enables your dealers to configure, price and quote even your most highly engineered products and services with 100 percent accuracy—right at the point of decision. [🐦](#)

What would this mean to your bottom line?



PM is a leading Italian manufacturer of truck-mounted hydraulic knuckle boom cranes. They selected Cincom CPQ to manage their complicated and highly variable product rules and BOMs. [🐦](#)

## Every one of your dealers should be able to:

- Easily identify the unique needs of each client
- Create and manage special customer requests
- Drive guided selling, cross-selling and upselling
- Instantly generate proposal documents
- Support multi-language and multicurrency needs in one system
- Rapidly deploy complicated pricing rules for any product or service to ensure accurate pricing
- Give customers everything they need to make a purchasing decision quickly



**Wabash** is one of the world's leading diversified manufacturers of semi-truck trailers and commercial trucking equipment. This multinational company selected Cincom CPQ for its simplicity, speed and accuracy, as well as its global enterprise capabilities such as the ability to do business in multiple languages and handle multiple currencies. [🐦](#)



## Look for a Solution Built to Address the Needs of Specialty Vehicle Manufacturers

Specialty vehicle manufacturers need a solution designed for companies that sell, manufacture and service highly engineered products based on customer-specific proposals.

Look for advanced capabilities that enable you to:

- Integrate with CRM, ERP, PLM and CAD packages
- Receive a 360-degree view of your dealers and distributors
- Enforce role-based security across all sales channels
- Closely control and track engineering changes throughout the entire product lifecycle
- Improve manufacturing performance with the flexibility to employ the most appropriate mix of discrete, process, lean and project-controlled production methods
- Capture new business opportunities with the ability to run commercial and government business side by side while leveraging best practices for each and ensuring compliance with regulatory requirements

With a configure-price-quote solution, you can consistently deliver profitable contracts, projects and orders that:

- are on time and on budget
- meet customer specifications



## About Cincom

Manufacturers of specialty vehicles and transportation equipment face unique challenges, including strict compliance and quality-control issues, lengthy and complex supply chains, daunting project cost estimation requirements and aggressive delivery schedules. Cincom has deep industry and product expertise that reflects this understanding. We have been helping specialty vehicle manufacturers win more business, operate efficiently and deliver as promised for five decades.

For more information on Cincom CPQ, contact us at [info@cincom.com](mailto:info@cincom.com) or visit our website at [www.cincom.com/cpq](http://www.cincom.com/cpq).



**Jim Wilson** is the program director and lead evangelist for Cincom's configure-price-quote platform, Cincom CPQ. Through the use of expert systems technology, he has helped hundreds of companies transform the way they sell highly engineered products.



**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)  
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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)

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