



Goal:

- Reduce quotation times
- Decrease timelines for certified motor performance data generation
- Maintain product and pricing consistency

Challenge:

- Remove manual, time-consuming processes
- Shorten overall product lead times

Solution:

Cincom Acquire®

- Guided Selling and Product Configurator Software
- Quotation and Proposal Management

Key Results:

- Reduced quotation times from 3 to 5 days to just minutes
- Increased quote volumes (now ranging from 300 to 500 monthly)
- Cut motor performance data generation time from 4 to 6 weeks to less than 1 hour
- Maintains product and pricing consistency throughout the entire organization
- Escalated higher-margin product sales

“In terms of productivity, this product has proven itself.”

– Ron Schierberg
Sr. Product Specialist
Siemens Energy & Automation

Profile in Success: **Siemens**

Certified quotation times reduced from 4-6 weeks to 1 hour



Situation

Siemens has established over 100 years of market leadership in the electric motor industry through fast, efficient response to customer demand. Manufactured and sold at the Norwood, Ohio facility, their AC squirrel-cage induction motors have earned a reputation for high performance, low maintenance and long service life in some of the world’s most demanding applications.

Though 3- to 5-day quotation times are common for this market, Siemens was striving for higher levels of customer satisfaction. Cincom Acquire was chosen to help Siemens automate processes that would decrease customer response time, maintain consistency and increase productivity levels.

Siemens evaluated nearly every interactive selling and product-configuration solution on the market, and Cincom was the only system that could meet their business challenges.

Siemens Automates Manual Processes ... and Gains a Competitive Advantage

Emails and faxes are examples of manual processes that can slow quotation times and leave margins for error. The Siemens salesforce needed to automate these processes and guide the customer through thousands of possible configurations and pricing, without the risk of choosing an invalid selection. They also desired higher levels of consistency across the organization. Bottom line: Siemens evaluated nearly every interactive selling and product-configuration solution on the market, and Cincom was the only system that could meet these business challenges.

Quoting and Performance Data Generation Times Reduced, from Weeks and Days to Hours and Minutes

For Siemens, manual processes translated into a 3- to 5-day turnaround time for a customer quotation. Cincom Acquire Quotation and Proposal Management reduced this timeline to a matter of minutes.

Certified motor performance data ensures that the motor will conform to industry standards and is a key customer requirement. Now, Cincom Acquire Guided Selling and Product Configurator software and Cincom Acquire Quotation and Proposal Management generates this critical sales element in a fraction of the time, for a true competitive advantage. This new quotation and proposal system includes performance data and CAD drawings, alleviating the need for engineers and freeing resources to help sales channels sell higher-margin products.

"Our (quotation and proposal-management system) actually creates the design, and now it helps them better sell higher-margin products."

– Ron Schierberg
Siemens Energy & Automation

Higher Levels of Productivity ... in the Face of Volatility

Varying timelines and volatile pricing structures for product materials in the electric-motor marketplace presented a dilemma. To maintain customer satisfaction, promises need to be kept and misunderstandings eliminated. Cincom Acquire Guided Selling and Product Configurator software, in tandem with Cincom Acquire Quotation and Proposal Management, now brings current price lines and timelines directly to the point of sale. The Siemens salesforce delivers product knowledge to customers with new levels of accuracy and consistency. They respond more effectively to customer demand and achieve higher levels of productivity.

"The Quotation System can consistently handle pricing data while keeping up with upgrades, service for obsolete products, as well as other changes."

– Ron Schierberg
Siemens Energy & Automation

Since using Cincom Acquire Quotation and Proposal Management, Siemens has also benefited from higher levels of productivity due to increased quoting volumes of 300 to 500 quotes a month for their configured products (3,600 to 6,000 per year).

Certified performance data generation once took four to six weeks to complete. With Cincom Acquire Guided Selling and Product Configurator software, it now takes less than one hour.

Empowering the End-User, Reducing Costs and Saving Time

It was also important that the solution be easily used and maintained by individuals with product knowledge that could write and maintain the rules, with very limited IT support.

"Outside resources are not necessary. We can develop and maintain the applications in-house."

– Ron Schierberg
Siemens Energy & Automation

Key to Success—a Stable Partnership through Cincom's Proven History of Support

Siemens has also been pleased with Cincom technical support, as a key part of their continued success.

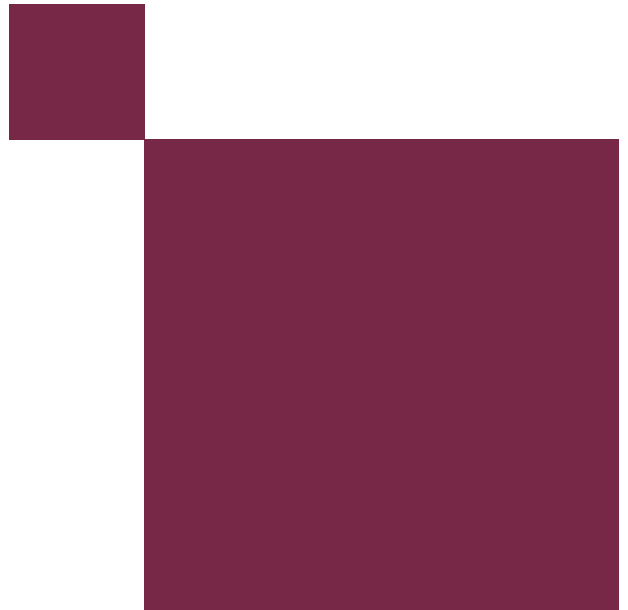
"The support is very good in regards to getting resources and solutions that we need, whenever we have a request."

– Ron Schierberg
Siemens Energy & Automation

About Cincom

For nearly 40 years, Cincom's software and services have helped thousands of clients worldwide simplify the management of complex business processes. Cincom specializes in the areas of business where simplification brings the greatest value to managers who want to grow revenue, control costs, minimize risk and achieve rapid ROI better than their competitors. Cincom serves thousands of clients on six continents including BMW, Citibank, Boeing, Ericsson, Penn State University, Milacron, Siemens and Trane.

For more information and additional resources, contact Cincom at 1-800-2CINCOM (USA only) send an e-mail to acquire@cincom.com, or visit the company's website at www.cincomacquire.com.



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FORM QO030324-1 4/11
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