# Cincom®

**A Global Provider of
Power Protection Systems**

# Cut Proposal Time from 3-5 Days to Just 15 Minutes

**Goals:**
- Automate the configure-to-order process
- Reduce quotation and proposal times
- Simplify how products are sold

**Challenges:**
- Capture complex product information and engineering knowledge
- Produce valid configuration and pricing

**Solution:**
Cincom CPQ™
- Guided Selling and Product Configurator Software
- Quotation and Proposal Management System

**Key Results:**
- Proposal time cut from 3-5 days to 15 minutes
- Elimination of proposal reviews and rework
- Cross-selling and upselling opportunities available at point of sale



## Situation

As a $3.5 billion provider of power protection systems, matching customer needs with product offerings is a real challenge. Tasked with supporting the rollout of a new line of power systems, the company turned to Cincom to help reduce the time it took to configure a solution while providing a web-enabled global solution for configuration and quotation management for their enterprise sales and hundreds of resellers. They also challenged Cincom to cease manual product configuration by engineers, hoping to capture their knowledge and deploy it at the point of sale. The company's e-business manager describes how Cincom is responding to their many business challenges.

*"We use Cincom's Quotation and Proposal Management software to produce quotes in a matter of minutes, while also helping to ensure accurate and high-quality quotes for our customers."*

### What organizational improvements have you seen by implementing Cincom Guided Selling and Product Configurator software?

"Our end game is to simplify the configure-to-order process and to get away from having our engineers manually configuring every order because that is very time-consuming and expensive. It increases cost and delivery cycle time—the turnaround time is much longer than if you have everything automated and you know the variants and what kind of options you want to offer. By automating the process, we have been able to expeditiously launch new products and streamline the training of staff. For us, this has resulted in the need for fewer resources in our configuration center and on our application engineering team."

### What effect is Cincom Guided Selling and Product Configurator software having on sales?

"The automated configurator not only increases the quality of the quotes, guiding salespeople to the best product to suit the customer's need, it also allows for much more efficient cross-selling and upselling. They can sell the whole suite of products in this area of business, which involves multiple product lines."

### How has Cincom improved your production capabilities?

"Cincom Guided Selling and Product Configurator software takes requirements and generates a solution with items, descriptions and prices—a detailed proposal. In production, we now have a clearer understanding of the customer's need, and have quick and easy access to manufacturing instructions. The system also supplies the total weight of the system and details on production, installation and maintenance. Cincom has helped us integrate our front-office processes with our back-office production group, resulting in shorter turnaround times for manufacturing."

### How has communication with your resellers improved by deploying Cincom?

"Yes. Resellers are a valuable sales channel for us, and providing them with the same application that our direct sales team is using gives us the streamlined sales process we need to keep up with customer demand, while fulfilling customer-satisfaction goals."

### How is Cincom making it easier for customers to do business with you?

"By automating the buying process, customers are empowered to learn about our offerings, configure a solution to meet their needs and even receive quotes and shipping estimates—all in real time. We save time providing customers with product information and answering simple application questions, allowing us to optimize the knowledge of our key application engineers. Improved customer satisfaction with more efficient selling efforts—that is what Cincom has delivered."

*"Cincom has helped us integrate our front-office processes with our back-office production group, resulting in shorter turnaround times for manufacturing."*

### 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, Eaton, REV (formerly with ASV), Trane, Wabash and Xylem.

For more information, send an e-mail to CPQ@cincom.com or visit the website at **www.cincom.com/CPQ**.