

# Reduce Order Entry Time from 2 Days to 2 Minutes

## Situation

From its beginnings in 1947 as a tiny sheet-metal shop, this company has grown into a leading manufacturer of air-movement and control equipment, such as fans and ventilators, dampers, louvers, energy recovery ventilators and kitchen ventilation systems. To maintain 60-plus years of industry leadership, they needed to improve operational efficiency and simplify a complex selling environment by automating the product ordering process from field to factory.

## Field-to-Factory System Automates Complex Selling

*"Prior to Cincom, our process was totally manual and paper-driven. We received our orders via fax and mail. It took days before we could enter the order into the system."*

– Manager of System Analysis and Business Intelligence

Matching customer needs with product offerings is a challenge for many manufacturers, and this industrial fan supplier was no exception. A "field-to-factory system" was developed to eliminate the manual processes that were creating roadblocks to customer satisfaction.

## Goals:

- Increase profitability and turnaround time
- Create superior products and continually improve through innovation
- Make the company "easier to do business with"
- Eliminate the need for IT involvement in direct order entry

## Challenges:

- Removing manual, time-consuming processes
- Decreasing configuration errors in incoming orders
- Integrating with current SAP® systems, cost-effectively
- Creating effective interaction between products in the system

## Solution: Cincom CPQ™

- Guided Selling and Product Configurator

## Key Results:

- Reduced order-entry process from 2 days to 2 minutes
- Decreased order-entry staff workload by 50 percent
- Streamlined order-delivery process through the instantaneous transfer of system information to shop floor
- Reduced rework

*"Cincom is the perfect solution."*

– SAP Product Manager

However, this process involved manually communicating complex information to their fulfillment system, and incoming orders were still not configured properly. There needed to be a bridge that connected IT to the business so that manual processes could be automated.

They turned to Cincom for a tool that could build a “field-to-factory bridge” for faster and more accurate responses to customer demand. Cincom responded with a solution that fulfilled these initiatives and made the company easier to do business with.

*“We have significantly reduced the number of people who actually process orders. Five years ago we had 20 people entering orders, and today we have fewer than 10 people entering three times that order volume.”*

– Business Analyst Team Lead

## A Competitive Advantage

*“We are more efficient than our competitors.”*

– Vice-President of IT

The company realized bottom-line cost savings and increased revenue through:

- Increased market share – new growth in fan and vent as well as damper/louver market segments
- Reduced order-entry time – from two days to just two minutes
- Accelerated product development
- A more efficient sales force
- Increased flexibility

## Customer Satisfaction

Cincom CPQ can take customer performance needs and turn them into manufacturing requirements. A customer selects the product based on performance needs, and manufacturing requirements for the manufacturing floor are instantly created. This eliminates the in-between work that had to happen in the past.

These automated processes come with true payoff. Since working with Cincom, this supplier of industrial air movement and control equipment’s orders have increased threefold.

## Combining Forces to Bring the Factory Floor Closer to the Customer

The company has also experienced the benefits of a smooth integration between Cincom and SAP. Their service architecture takes output from Cincom CPQ, in XML format, to SAP XI. As a result, IT can process 1,000 orders a day with this seamless and scalable integration.

## 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 ASV), Trane, Wabash and Xylem.

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