



# Spirax Sarco Increases Proposal Generation by 40%



## The Challenge

With over 100 years of experience in designing and manufacturing specialized systems for controlling steam, condensates and liquids, Spirax Sarco was looking for ways to grow its business, and its "control systems," which offer the highest potential for growth, were a strategic focus.

The control systems head office, based in Châtelleraut in southwestern France, launched two key projects: expand its product offering and set up a configurator in order to improve efficiency. The aim of the configurator was to

### Client

- Spirax Sarco

### Sector

- Steam, condensate and liquid management systems

### Size

- Sales: \$64 million in France, \$976 million worldwide
- Employees: 256 in France, 4,800 worldwide
- 38 sales outlets and nine production units
- Businesses in 30 countries, represented in 120
- 300,000 parts manufactured per year

### Location

- Châtelleraut, southwestern France

### Solution Selected

- Cincom Configure-Price-Quote Technology

### Results

- 40% increase in number of estimates generated
- Proposal generation time reduced from 1-10 days to only 15 minutes
- Configuration and estimate errors eliminated
- Factory returns eliminated
- Resource allocation improved
- Customer service quality improved

### Integration

- Sales outlets, sales and distribution departments, technical departments and production



enable Spirax Sarco to boost product sales internally to the 38 sales outlets in the group and—through a knock-on effect—to customers in nearly 120 countries.

## Complex Configurations and Estimates

The control systems division has over 6,000 product references and manufactures 300,000 parts per year. Besides control valves, this range includes pneumatic/ electric actuators, independent control systems as well as accessories such as filters, separators and check valves.

## Limited Solution Source of Errors

Before Cincom, a simple spreadsheet was used to configure valves and generate estimates. This unwieldy solution had reached its limit, and errors started to slip into configurations and estimates.

The impact of these quality defects was threefold:

- Additional costs and lower profit margins
- Delivery delays
- Loss of customer confidence

## Long, Tedious, Non-Standardized Processes

Sales & Distribution depended on the knowledge of technical specialists, which could cause bottlenecks leading to three pitfalls:

- Lack of standardization
- Long and irregular delivery times
- Loss of revenue

## Inevitable Consequences

With inadequate tools and processes, the risk of negative customer experiences could only increase with the planned increase in their product lines, adversely affecting Spirax Sarco's image and growth. A solution was urgently needed, particularly as the control systems division had been earmarked to spur the company's development with a 20% growth target over five years.

## Ambitious Goals

Spirax Sarco began looking for a solution that would improve customer service quality and generate growth while achieving the following three objectives:

- Organize and standardize proposals and model specialists' knowledge to avoid having to rely on them.

- Integrate the proposal system in the ERP so as to convert estimates into orders quickly and avoid typing information twice.
- Optimize costs by eliminating factory returns and meeting an increasing number of orders through the same number of employees.

The aim was to open up the system to the group's 38 sales outlets through a portal. Once up and running, they could pass on the benefits to their customers through faster response times.

## Choice of Cincom

The functionality and flexibility of Cincom's solution, a configuration, pricing and estimate generation tool, was the perfect answer to Spirax Sarco's needs. With the high demand for consulting services that this project involved, Cincom's geographical and linguistic proximity coupled with its flexibility made all the difference.

## Fast Uptake

Employees quickly took up the new solution, becoming more independent and being able to depend on a reliable system. International sales outlets are happy that they no longer have to depend on the head office or be tied down by time differences.

## Lighter, Faster Processes

Cincom technology has freed up the Spirax Sarco industry experts and allowed Sales & Distribution to be independent. Delays and frustrations are now a thing of the past!

Cincom's solution does not require intensive training, and its flexibility enables the system to be customized as desired, allowing Spirax Sarco to tackle expanding its valve range with peace of mind.

## Convincing Results

The benefits from day one have been indisputable. Configuring and pricing proposals now takes 15 minutes as opposed to 1-10 days, and the number of estimates generated by Sales & Distribution has risen 40%.

