

Dennis Eagle Increases Build Rates with Cincom CPQ™



DENNIS EAGLE
A TERBERG ROSROCA COMPANY

An Expanding Customer Base

Dennis Eagle, part of the Terberg RosRoca Group, is a world leader in the design and manufacture of refuse collection vehicles. The company produces bodies, chassis and bin lifts, each with different axle configurations, lengths, widths and weights. They manufacture over 1,000 units per year for UK local authorities and private sector contractors. In addition, the company has an expanding customer base overseas, including continental Europe, Scandinavia, Australia and the U.S.

The Opportunity

Most of Dennis Eagle's orders come from repeat customers who are familiar with the company's vehicles. However, sales reps typically guide them through actual specifications and the many choices available to them with each vehicle. Therefore, "we needed a way to standardize option definitions," says **Keith Day, Group Engineering Director**, "because each salesperson would describe the same option in a different way.

"We wanted to not only guide our customers through the choices available to them, but also needed an easy way to show them the standard options we already had. Most times, these options will take care of what they are looking for, thereby saving them the added cost of creating something new. Additionally, we wanted to automate the entire process from sales through manufacturing."

Vendor Selection

According to the **Group Configuration Manager, Graham Heydon**, "When we began looking at CPQ vendors, Cincom stood out because of the ease of use of their rules engine as well as the flexibility of the sales user experience. The close proximity and experience of Cincom's European consulting and support team was also a deciding factor."

Industry:

Waste and Recycling Specialty Vehicles

Location:

Warwick, England

Goal:

Develop pioneering refuse collection vehicles fully configured to meet each client's unique needs.

Challenges:

- Cross-channel consistency with direct sales in the UK as well as with the global export market
- Ever-evolving legislative requirements

Solution Selected:

Cincom CPQ

Results:

- Time savings
- Sales quotation and fulfillment process accuracy
- Increased build rates
- A unified view of vehicle options across the whole business in engineering, sales, production and service



Implementation and Value

The implementation took 18 months and followed a well-structured process. There were regular meetings, held both at the customer site as well as at Cincom, where Dennis Eagle had access to training and other individuals as needed.

According to Day, “The sales order phase was implemented first, then we moved on to the generation of work orders that are created from the configured specs. So the manufacturing BOM (Bill of Materials) is now automatically generated from the work order. Overall, the entire process was very well managed, and the implementation went according to plan.”

Whereas before, Dennis Eagle’s process was manual and reliant upon a few key individuals’ knowledge of the products, with Cincom CPQ, the process is automated and guided. Sales can see what’s available and select from a predefined list of features and options.

Sales still has the flexibility to take a special request; however, now that special request needs to be assessed and signed off on before moving forward. They no longer have the ability to quote a product that doesn’t exist—at least not without first having it approved. This saves time since the discussion about whether to add this new feature or option is much more structured—and it happens up front, before a commitment is made to the customer.

Day continues, “Before Cincom CPQ, the sales process was considered to be a bit of a ‘black art,’ because it relied on the knowledge of Sales talking to the customers to come up

with an order specification. Now we have a guided sales process, which is much more structured with a series of predefined options.

“There were some minimal customizations made to fit our existing business processes. However, they were cost effective, and the value we received was definitely worth it.”

Increased Build Rates

“Cincom CPQ has taken a lot of the ‘noise’ out of the business because the amount of time we used to have to build into the process to resolve incorrect BOMs is no longer needed,” Day explains.

“This has given us the capacity to increase our build rates because we’re not tied up with investigating what went wrong and making sure it doesn’t happen again. Those resources can now be used productively to process new orders.”

Would You Do It Again?

When asked this question, Day answered, “Well, we are doing it again—with the introduction of Microsoft Dynamics.

“At the start of the selection process, we knew we were going to be implementing Microsoft Dynamics 365 as our ERP system. So we were looking for an organization that interfaced within that environment. And with Cincom, we knew we were dealing with experienced people who have come through this type of implementation before. We’re also pushing it into other businesses within the Terberg RosRoca group. So effectively we are going through the entire implementation process again!”

Working with Cincom

Day says, “We wanted a proven organization with individuals who have gone through the pain of implementing a system in a complex manufacturing environment. Cincom was able to say, ‘We’ve done this before and here is what we learned. If you do it this way, you’ll save a bit of time and cost and get it in more effectively.’ That was very useful for us.

“I recommend working with Cincom because of the quality of their people. Everyone we have dealt with has been very thorough, very professional and quite experienced. Whenever there has been an issue, Cincom has looked constructively at how they could resolve that issue as expediently as possible so we can get back on track. It has been a very successful process.”



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