



Case Study: Brother Industries, Ltd.

Achieve seamless collaboration between Sales and Manufacturing, and enable Sales to make accurate quotes!



Introduction

Brother Industries, Ltd. offers a wide range of products, including sewing machines for home and industrial use, printers and MFPs for home and office use, industrial machinery and content services. Based in Nagoya, Japan, Brother has been developing its business globally for more than 70 years and currently has manufacturing, development and sales bases in more than 40 countries and regions.

Client

Brother Industries, Ltd. (Nagoya, Japan)

Industry/Sector

Manufacture and sale of industrial machine tools

Corporate Information

- Sales: 710.9 billion yen (2021 – consolidated)
- Employees: 3,867 (non-consolidated), 41,215 (consolidated) (March 31, 2022)
- Established in 1934, Brother offers a wide range of products including printers and machinery.

Results

- Salesforce and SAP integration
- Fast and accurate estimates with no mistakes
- The ability to establish an easy-to-operate bill of materials estimate

Cincom CPQ Begins Operations (Go Live)

June 2022



Industrial business equipment, a major growth area for the Brother Group, was one of their management visions for the future, and they were aiming for a big leap forward.

Challenges

The Industrial Equipment Sales Department, which sells machine tools, faced the following challenges in the field:

- System fragmentation between Sales (SFDC) and Manufacturing (SAP)**
 The Sales (SFDC quotation) and Manufacturing (SAP) systems were fragmented, which resulted in a large workload and lengthy lead times. In addition, there was a high degree of dependence on individual specialists, which posed risks that were associated with the attribution of know-how.
- Bills of Material (SBOM) and Manufacturing BOM (MBOM) do not fit**
 Item names and granularity did not match catalog descriptions, and the BOM quotation structure did not match the actual situation, making the quotation difficult for sales representatives and customers to understand.
- Mistakes or problems due to incorrect selection of product specifications when preparing quotations**
 Because the product configuration of industrial equipment is extremely complex, different sales representatives' skills and experience sometimes resulted in incorrectly selected product specifications, which were time-consuming to correct.
- Increased man-hours for custom quotations**
 Depending on the quotation project, requests for custom-made products may arise because existing products do not meet the requirements. Also, the quality and speed expected of the quotation may not be fully met when requesting approval and communicating with the production site regarding whether or not the product can be manufactured.
- Increased quote approval lead time and procedural complexity**
 The long approval steps times an increase in the number of quotations were placing a heavy workload on sales representatives and quotation approvers.

Goals upon Implementing Cincom CPQ

After reviewing Cincom and other CPQ applications, Brother selected Cincom CPQ to help solve their business challenges. The following goals were set for the implementation of Cincom CPQ:

- Clear, simplified and accurate estimates**
 The new system simplifies quotations by providing the same options as those listed in the catalog and separating detailed information into a detailed statement/confirmation of specifications, etc.
- Improvement in the display of the discounted amount**
 Improvement in the presentation of discounts, such as those for each quoted item that shows consideration and care for the customer, as well as the total discount from the total amount
- Reduced lead times for manufacturing preparation**
 Share critical path information with manufacturing early in the sales cycle to allow production to be aware of the product mix pipeline. Integration to SAP makes data visible to downstream operations before and after the sale.
- Speedy decision-making**
 Approval workflow functionality to reduce quote approval lead time
- Reduced manual and visual checks such as configuration verification work**
 The goal was to eliminate errors in sales product configuration and reduce the time spent on checking by means of a configurator that supports complex mandatory, prohibited and other rules.
- Redefining the bill of materials**
 The use of a proprietary master import tool enables maintenance of the quotation parts list in Excel, which increases the frequency of master updates and allows timely reflection of new product releases and specification changes.

The Effects of Introducing Cincom CPQ

- With this implementation, Salesforce and SAP, which Brother uses, have been linked, enabling seamless collaboration between Sales and Manufacturing.
- An easy-to-operate quotation bill of materials has been established, and the system is now capable of handling frequent master maintenance and system reflections.
- Sales representatives are now able to quote complex product configurations accurately and without errors, which improves the overall accuracy of the quotation.

Selected Cincom CPQ Features

- Multi-language and other currency systems
- Power tools for quoted bill of material maintenance in Excel (Excel import tool: optional)
- Configurator for complex mandatory, prohibited and other rules
- Salesforce integration framework
- Approval workflow function (customized development)