

Novenco saves time

Novenco saves time and expense in sales with Configit Product Modeler and Runtime.



Novenco, based in Denmark, is among the world leaders in supplying heating, ventilation, air conditioning and refrigeration systems for both land and marine applications. A typical Novenco product, such as an axial flow fan or air handling system, can be configured in hundreds, if not thousands, of different ways. But such manifold choices do not stand in the way of a quick and accurate sales quote for their customers. With their own AirBox sales configurator, based on Configit Product Modeler and Runtime, Novenco saves significant time and expense in their sales cycle.

Peter Holt, Technology Director at Novenco, says that “in the past our sales people often had to use extra time on correcting the quotes they gave to customers, mainly because they did not have up-to-date product information readily

available. The key success factors for our sales are, quite simply, quick and correct answers to customers’ critical questions and an accurate quote.”

The AirBox configurator, based on Configit technology, is used to configure and quote for the Axial Flow Fan series of products. Over 300 people currently use AirBox, including Novenco customers and agents. It is not the first sales configurator Novenco has employed but it is the one that has yielded the best results so far.

Lars Kasper, Manager, IT and Software at Novenco, says they chose Configit Product Modeler and Runtime due to “good performance, documentation and support; it was easy to implement and it’s based on the latest .Net and C# technology.”

“Overall, we are very pleased with our choice to use Configit,” says both Peter Holt and Lars Kasper “We get good value for our money and their solutions and people are professional.”

The key benefits Novenco has so far achieved with the Configit-based AirBox:

The sales process is more efficient.

Sales people can provide quick and accurate quotes onsite with customers. "If we can configure the product in AirBox, we can produce it without involving our engineering department," says Lars Kasper.

There are fewer errors now in the sales process. "Configit Product Modeler makes it easy and quick to update information, and therefore, our product rules are more accurate today because we can make changes in the Product Modeler as frequently as we need to," says Peter Holt.

AirBox is available for Novenco customers and agents at <http://airbox.novencogroup.com>, which means they can get the exact products they require in reduced time. Customers can configure an axial flow fan to the needed specifications unassisted, and then send a request for a price back to Novenco. A Novenco sales person then sends the requested quote back and if the customer accepts, the sales person places the order.

AirBox is easy and cost-effective to support and update.

"Certainly Configit Product Modeler makes AirBox simpler to maintain compared with solutions we've tried in the past," says Peter Holt. "We save time, but also expenses, because changes can be handled by a product modeller as opposed to a more expensive software engineer."

Implementation was straight-forward and support is of high quality.

Implementation was on time and within budget and, as Peter Holt says, "that is pretty rare when you implement major new software."

"The support we get from Configit is excellent," says Lars Kasper. "Their response is always good and prompt, no matter the extent of the support we require."

Novenco has a solution that will grow with them in the future. Configit technology enables Novenco to be self-sufficient in developing further applications based on AirBox. One such example is the "Exporter", a new layer in AirBox that will enable sales people to send orders directly to the Novenco ERP system with just a couple of clicks. "This will reduce our costs and we'll be able to better meet future market demands," says Lars Kasper.



Configit Software Suite is developed by Configit A/S

Configit is headquartered in Copenhagen with a branch office in Palo Alto. More than 10.000 users in over 50 countries use Configit applications. The core technology - Virtual Tabulation™ - is based on extensive research in formal verification and constraint solving and uses mathematics to provide businesses with powerful solutions that are loved by the users. Configit is SAP Software Partner and Microsoft ISV Partner

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