

Configit Quote[®] Desktop for **GEA Tuchenhagen**

Offline quote capability,
time savings and quote accuracy
are just a few of the many benefits
realized company-wide.

Configit[®]



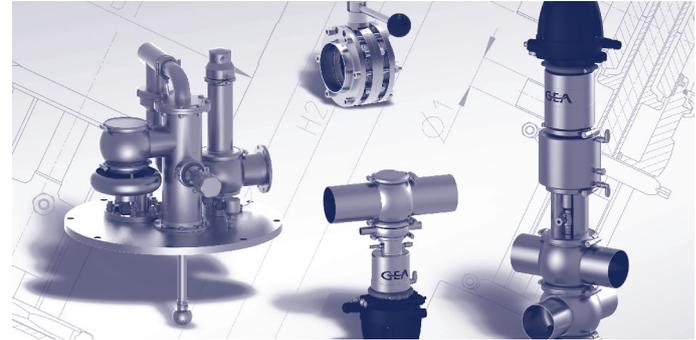
The Company

GEA Tuchenhagen, with HQ in Büchen, Germany, manufactures and sells supplies process valves, valve blocks, in-line process connections, cleaning devices and pumps for the food industry. These components are flexible and adjustable, allowing for optimal process parameters. GEA develops and maintains configurators (KMATs) for their flexible components on a central SAP platform.

The Challenge

Fedja Voss, Key Account Manager GEA Tuchenhagen, responsible for working with sales management, realized the company could speed up the process of delivering quotes to customers with better tools in place.

“With more than a million possibilities of configurations of equipment, it was impossible for GEA sales team members to know which combinations could work from a technical standpoint. On our existing SAP platform, our sales team would meet with customers to ascertain their needs, but without a method to instantly “validate” the feasibility of their requests, they could not immediately guarantee it would work.”



Stefan Hackert, IT/Process Manager GEA Tuchenhagen, noted,

*“Time management issues in customer meetings were daunting. We were working with a paper catalog, asking our sales teams to build product codes manually or call internally to get a quote, all during client meetings. With so many product possibilities, wrong codes could be submitted or wrong parts produced. We knew our customers deserved the right data and the correct price – **the first time.**”*

GEA wanted change. After several internal meetings, they compiled a list of non-negotiable must haves in finding a partner to solve their multi-tiered business configuration needs:

- Offline configuration
- Real-time changes in SAP
- A single configurator
- Master Data extracted from SAP system

The Solution

GEA introduced Configit Quote Desktop to its sales force. This combines SAP pricing and configuration with a user-friendly quotation application, all of which was extremely well received by end users. Hackert noted, *“From an IT perspective, the installation was simple and rolling it out to the sales force was easy based on the program layout, which showcases steps in a user-friendly format guiding what to do, how to do it and any and all possibilities. This has been a real win for us – across the board.”*

Voss also noticed an immediate impact, *“The ease of creating a quote, even choosing different templates for a more detailed or shorter version, and the ability to copy lines and materials from one quote to the next while never having to go through a complete configuration again was extraordinary. We are now able to receive an inquiry, import data, make a quote and deliver all the information a customer needs within hours. Configit Quote Desktop leaves no room for error.”*

Configit Quote also supports a fast product entry mode where typing a complete or partial product code string works as a quick alternative to an interactive configuration process. This feature is helpful to experienced users with a high volume of transactions.

Changes in SAP are automatically synchronized to Quote for SAP without any manual effort. When the SAP system is accessible, users create accepted quotes directly in SAP with the simple push of a button.

The Results

Configit Quote Desktop was quickly adopted as a power tool by customer service (in-house), sales representatives (in the field) and GEA customer and resellers. The results?

1. Substantial savings from reduced error margins
2. Faster quoting cycles
3. Time savings between customer service and field sales
4. More frequent customer orders
5. Earlier customer orders
6. Easier use by resellers
7. Recordable ROI in just a few months

GEA Tuchenhausen is subsequently expanding the footprint of users supported by their SAP-data by providing Configit Quote to key customers and GEA offices worldwide.

About GEA Tuchenhausen

GEA Tuchenhausen has had more than 80 years of success working hand-in-hand with customers to maintain a continuous product development that matches process needs and customer requirements. GEA Tuchenhausen is part of the GEA Mechanical Equipment Segment and draws on the engineering expertise and country-specific market experience of the entire network within the GEA Group.

www.tuchenhausen.com

SAP® Certified
Integration with SAP Applications

SAP® Certified
Mobile App



For more information

To learn more about Configit Quote® and Configure-Price-Quote (CPQ), please visit www.configit.com/quote

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