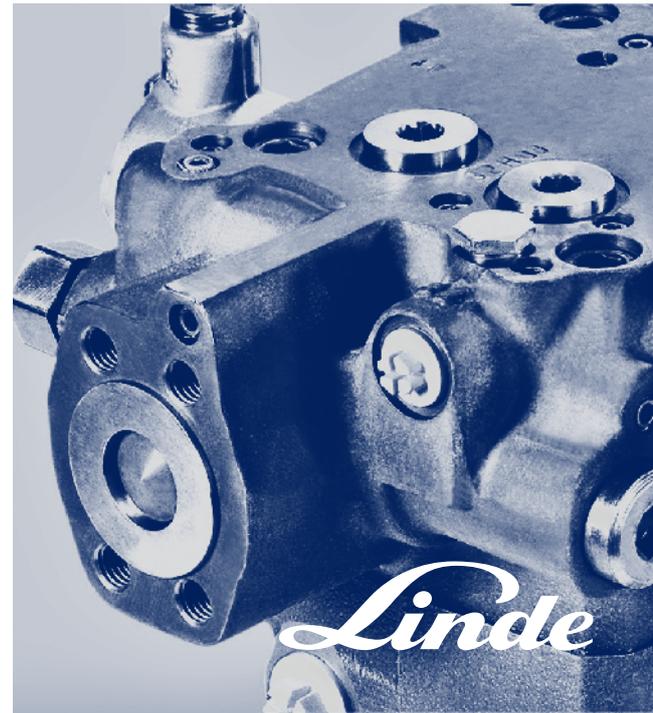


Linde Hydraulics

Optimally configured hydraulic drive systems thanks to sophisticated conflict management

The value added achieved at a glance:

- Seamless integration into the existing ERP system
- Reduction of complexity and the possibility to make dynamic changes
- Lower margins of error using the SAP conflict manager
- Reduction of the time needed to create a quote or an order through guided selling
- Vastly improved features and system performance
- Reduction of the administration costs combined with international availability
- Future viability through enhancement options such as 3D visualisation and meaningful BI reports



Complexity challenge

Linde Hydraulics offers its customers a comprehensive product portfolio of hydraulic drive systems. Due to the wide range of specifications, these products can also be tailored to the requirements of individual customers. The plethora of available features results in immense diversity with a high degree of complexity. For the pumps supplied by Linde Hydraulics these features include, for example, pump and circuit type, control options, speed, pressure, connections, housings, power, drive type, control characteristics and much more besides. Configuring a valid product is thus almost impossible without technical support and is very time consuming.

Besides these technical features, the possible configurations also depend on sales and marketing guidelines.

Taking into account the fact that the possible configurations are constantly changing due to additional features and modifications, the resulting complexity challenge becomes even more apparent.

About Linde Hydraulics

Linde Hydraulics is an international developer and supplier of modular drive systems made up of hydraulic and electronic components. As the technology leader in the high-pressure hydraulics sector, Linde Hydraulics supplies systems that set standards for significant reductions in energy consumption and CO2 emissions. The product range comprises hydraulic pumps, motors and valves, electronic control units and peripheral devices. Linde Hydraulics is a development partner and supplier for well-known manufacturers of mobile machinery such as construction, mining, agricultural, forestry and municipal machinery as well as for industrial equipment manufacturers.

Excel as an appropriate tool?

In order to cope with this complexity, in the past Linde relied on an in-house tool based on Microsoft Excel. The aim of this tool was to allow valid product variants to be created and configured. Despite initial successes, however, as time passed it became clear that this tool was dogged by a large number of difficulties and limitations:

- The lack of integration into the existing SAP system necessitated redundant management of all object dependencies
- Orders had to be entered into the SAP system by hand
- Due to the limited capacity it was not possible to add new technical features at a later date
- The availability of the solution was limited; in particular, there was no web application
- Due to the absence of multilingualism, the solution was only available at the national level
- Substantial administrative effort for maintenance and further development
- Unsatisfactory performance

After carrying out an intensive analysis, Linde decided to replace the existing system and thus secure long-term competitive advantages by eliminating the weaknesses that came to light.

Henning Lobb-Rabe, Head of Product Management at Linde Hydraulics, explained: "The top priority for the introduction of a new solution was, above all, its seamless integration into our existing system landscape and thus the avoidance of redundant additional tasks. Furthermore, one of the main challenges was to reduce the present complexity in order to be able to offer more flexible prices without putting the valid characteristic dependencies at risk. To increase the international scope and availability of the system, we also placed great store by multilingual and online capabilities."

With Configit to the desired solution!

At the end of the day, the decision was made to use the SAP-certified solution “Quote” from Configit. Configit Quote is able to extract all data such as configuration rules, and price and customer information directly from SAP, completely eliminating the need for redundant input and manual return of data. In addition, the system guarantees the full functionality and complexity of the SAP variant configuration tool (LO-VC) used by Linde Hydraulics.

Besides the very important SAP integration, “Quote” also enabled further important requirements to be met. The guided configuration in the sales process (guided selling) actively helps our users to always create logical and valid configurations that can be then found in the Linde Hydraulics product portfolio. The sophisticated conflict management system for the SAP object dependencies shows valid alternatives immediately if the combinations entered are invalid and resets conflicting values for re-evaluation. To rectify errors, the configuration tool only changes secondary settings that are not compatible with the main component selected rather than changing the main components themselves. Another important core function of the “SAP Conflict Solver” is to correct technical features behind the scenes that cannot be actively selected by the user. This saves time and optimises the configuration result. The multilingual user interface (including German, English and Mandarin) and the availability via a web browser ensure that the system can be used internationally without restriction.

According to Henning Lobb-Rabe: “The sophisticated SAP conflict management system from Configit is a huge benefit for us with regard to user-friendliness, transparency and plausibility. In addition, the guided selling function makes it easier for our staff to quickly and easily convert even the most difficult configuration requests into a quote, a task which often cost us a lot of time in the past. Various display and authorisation levels guarantee optimum provision of information for different departments such as sales

or product management. Product experts and sales staff are thus able to devote themselves to their core activities rather than being burdened with administration tasks and data management.”

Conclusion

Both the internal sales staff at Linde Hydraulics and the external employees at the subsidiary Linde Hydraulics Corporation welcomed the introduction of the configuration tool on completion of the project at the end of 2016 and after only a short period of time considered the solution from Configit to be a powerful and, in the meantime, indispensable tool.

“Introducing Configit allowed us to streamline and simplify a large number of processes. The duplicate data management work has been eliminated. Especially gratifying is the fact that we are finally able to include new technical features in the product portfolio and thus satisfy market requirements.

Configit proved to be a competent partner which distinguished itself through professionalism and a target-oriented approach during each and every project phase – “on time” and “within budget”. We were especially pleased with the open and agile approach”, summarised Henning Lobb-Rabe.

Weitere Informationen

Mehr über Configit Quote® und Configure-Price-Quote (CPQ) erfahren Sie auf www.configit.com/quote

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Integration with SAP Applications

SAP® Certified
Mobile App

