

NUCLEUS
RESEARCH

INFOR CPQ

INDUSTRIAL DESIGN AND MANUFACTURING FIRM

ANALYST

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THE BOTTOM LINE

To understand the operational benefits driven by the use of Infor CPQ, Nucleus interviewed a customer in the industrial design and manufacturing industry. The organization noted that Infor's CAD expertise and intuitive design tools enabled employees to generate quotes 52 percent faster compared to its previous process which required more manual tasks. The increase in quoting speed translated to increased customer retention. Additionally, Infor's self-service quoting functionality enabled the organization to expand its customer base by 30 percent.

THE COMPANY

This organization provides design and manufacturing services for industrial washroom facilities including accessories, partitions, lockers, and visual display products. The organization employs approximately 100 workers and conducts more than \$15 million in yearly revenue.

THE CHALLENGE


The organization has been an Infor CPQ customer for over a decade, but as the organization began to scale, it periodically explored solutions that could provide functionality that met its evolving needs and could alleviate manual tasks that existed throughout the quoting process.

The organization required a solution that streamlined the quoting process and produced accurate 2D and 3D visualizations that could be configured by employees without strong technical skills. As the visualization component of the quote became increasingly important to customers, the organization needed a solution that could help employees responsible for CAD work become more efficient. To keep up with the increasing demand for completely self-service buying options, the organization also required a solution that enabled customers to design and quote to their desired specifications without any organizational involvement.

**The organization
expanded its customer
base by 30% with Infor**

THE STRATEGY

As the organization scaled, it regularly reassessed the features, functionality, and value being delivered by its Infor solution compared to other leading competitors. Business leaders completed this reevaluation process at least three times throughout the last five years, and each time has made the decision to stay with Infor. The organization mentioned that the decision to stay with Infor was based on the vendor's ability to enable users to generate complex quotes complete with 2D and 3D visualizations while remaining intuitive for users. A key component of the organization's Infor implementation was the ability to integrate with its existing ERP solution to manage customer information with a single data



source. The customer also noted that Infor's product roadmap closely aligned with its growth strategies, as Infor released new functionality that paralleled their evolving needs.

BENEFITS

Primary benefits realized as a result of the Infor CPQ deployment were accelerated employee time to value, avoided hires, and an expanded addressable market.

ACCELERATED TIME TO VALUE


Hiring employees with strong technical knowledge or extensive training to achieve the required technical education is a costly and time-consuming endeavor for organizations in any industry. The organization compared the average time-to-value for new hires before and after the initial implementation of Infor and found that on average, employees became self-sufficient up to 50 percent faster. The organization attributed this improvement to Infor's ability to provide users with immediate feedback throughout the quoting process, highlighting changes made and ensuring they met pre-defined logic requirements. Infor's intuitive logic builder also reduced quoting errors and omissions, accelerating the quote-to-manufacturing process and increasing customer satisfaction.

AVOIDED HIRES

As 2D and 3D visualizations became a more integral aspect of the quoting process, the organization started to experience bottlenecks in the quoting process prior to the addition of Infor's visual configurations into their existing Infor CPQ deployment. Previously, the organization relied on manual CAD projects completed by a specialized team of sales engineers that could not keep up with the increased volume of quotes. Upon deployment of Infor's visual configurators, the organization's CAD team experienced a 70 percent increase in productivity, translating to significant cost savings from the avoidance of new hires to sustain quoting volume increases. In addition, the organization equipped its distribution partnership network with Infor, which now accounts for 60 percent of all quotes, further reducing the internal team size required to maintain quoting volume and efficiency.

EXPANDED ADDRESSABLE MARKET

A customer's desired buying experience has shifted in recent years, with prospects across all industries showing an increased demand for self-service buying options. With Infor, the organization's distributors can log in to a design studio to build and quote projects without the need for Infor's internal sales team to be involved. This distribution partnership has



enabled the organization to expand into markets that it previously didn't have the means to service, resulting in a 28 percent increase in its total addressable market.

LOOKING AHEAD

For organizations that provide custom products with a sales journey that spans design, manufacturing, and installation, the benefit of the inclusion of strong 2D and 3D visualizations has been well documented. The ability for a prospect to easily and accurately view a representation of what a completed product would look like is proven to improve close rates, shorten sales cycles, and ultimately increase revenue for an organization. Infor customers routinely cite Infor's competitive advantage in this functionality as a primary driver that leads to the adoption of the solution. Nucleus expects that as digital shopping continues to cement itself as the preferred buying method, Infor customers will be well-positioned to capitalize on the trend and provide customers with the features that best-suit their buying expectations and preferences.