

## Cleaver-Brooks, Inc.

### Industry

Manufacturing: Boilers, burners, controls, and components for a completely integrated boiler system

### Application

Solution to enable a more effective configuration, pricing, quotation (CPQ) process of integrated package boiler and burner systems

*"We have seen a significant rise in business of our most complicated (and profitable) offerings as the use of WebSource CPQ has made it easier for our agents and sales representatives to configure, price, quote and propose in a highly competitive market"*

**Yusuf Abu-Hatoum,**  
Chief Information Officer,  
Cleaver Brooks, Inc.

## Webcom Solutions

### Websource CPQ

- Proposal and Quotation Processing Sales Configuration Engine
- E-Catalog
- Approvals

### Webcom Professional Services

- Product Modeling
- Project Management

### Challenges

- Tool supporting both direct sales and channel partners in a cost-effective, easy-to-use manner.
- Improve quote cycle time with the highest degree of accuracy.
- Support new sales and aftermarket service/support.
- Make it easy to do business with.

### Results

- Bridged the gap from opportunity to order.
- Simplified the process, improving quote turnaround time and accuracy.
- Supports channel partners.
- Cost-effective deployment.
- Enhanced quoting/selling of most complex offerings

## **Business Challenges and Objectives**

Cleaver-Brooks, Inc. is known throughout the world for manufacturing quality commercial, industrial and waste heat boilers, burners, accessories, and parts.

Cleaver Brooks needed to equip its sales channel partners with a configuration, pricing and quoting solution for the integrated boiler and burner systems, which would provide a competitive advantage to help enhance customer service and grow market share.

## **The Solution Approach**

Webcom's sales configurator software, WebSource CPQ, was implemented to drive increased revenues and margins, increased customer satisfaction, reduced costs and improved productivity.

Utilizing Webcom's project management and product modeling experts allowed Cleaver-Brooks to administering attributes and rules of their products and services in a single database, saving valuable time and allowing Cleaver-Brooks to focus more time on customer relationship building."

## **Results**

Now implemented, requiring nothing more than a web browser, WebSource CPQ allows Cleaver-Brooks and its distributors to easily and skillfully configure, price, quote and order their industry-leading boilers, burners, accessories and parts. They are extremely pleased with the ease in which the WebSource CPQ online catalog handles the complete breadth of products from their many companies.

Since quoting has become so much easier for the rep, Cleaver-Brooks has seen a dramatic increase in the volume of quotes and orders of their most complex and profitable products.