

DANFOSS CASE STUDY

WebSource Configurator

Industry:

Manufacturing: HVAC

Application:

Configuration of Complex HVAC Drives, Accessories and Services

Webcom Solutions:

Webcom Software

- WebSource Configurator
- Quotation and Proposal Module
- Multi Level Channel Support Module

Webcom Professional Services:

- Product Modeling
- Project Management
- Application Hosting

Challenges:

- Deploy accurate pricing to the field
- Simplify the quotation process for channels and sales people
- Reduce order errors by 25%
- Reduce order cycle time by 50%

Results:

- Pricing errors were reduced from a 30 % of total orders to <5 %.
- Pricing inquiries are reduced by over 50% on configured products.
- Average time to generate a proposal is reduced from so many hours/days to by 15-25% on average.
- Total order cycle time was reduced by 75% for orders placed through the Webcom system.
- Order errors prior to implementing Webcom's products was >25%. Orders placed through the configurator have an error rate of < 2 %

Business Challenges and Objectives

Danfoss needed to improve the speed by which the new product offerings and pricing is communicated to the field. Sales people, distributors key accounts and manufacturers reps needed to be insured assurance that the products that they are quoting are validly configured and accurately priced. At the same time, once the quote is converted to an order, the efficiency of manual order processing needed to be improved.

The Solution Approach

Webcom's configurator software was introduced to capture all product knowledge and insure that all sales channels are working with up to date product rules and pricing. In order to insure rapid deployment, Webcom's expertise in configuration project management, product modeling and application hosting were utilized.

Results

Shortly after the solutions was deployed, channels were able to generate quotes/proposals for accurately priced and correctly configured products within a fraction of the time that it traditionally took. In addition, the quotation tool allowed the channels to save, copy and revise, and collaborate on proposals. Upon customer's acceptance, quotes are converted to orders which are electronically placed with Danfoss. Overall productivity gains were significant and rework costs for mis-configured orders dropped by more than 50% for orders placed via Danfoss Graham's WebSource Configurator.

"We have seamlessly integrated the WebSource Configurator into our business process. WEBCOM has exceeded our expectations on all aspects of the project".

Mark B. Hansen
Director of Marketing
Danfoss Graham



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