

Starrett

Industry

Precision Tools-Measuring Equipment

Application

Solution to automate the configuration, pricing, quotation (CPQ) of Starrett Kinematic's precision measuring systems

"Websource CPQ has allowed Starrett Kinematic Engineering to implement a Global Quoting System that can be accessed by our network of Regional Sales Staff and Distributors around the World, as well as allow us to control Pricing, Product Lines, and save time and money in one easy to use product."

David Brown

Optical Comparator Operations
Starrett Kinematic Engineering, Inc.

Webcom Solutions

Websource CPQ

- Proposal and Quotation Processing Sales
- Configuration Engine
- E-Catalog
- Shopping Cart
- Reporting
- Multi-level Channel Support

Webcom Professional Services

- Product Modeling
- Project Management

Challenges

- Providing quotations to distributors and customers was tedious and confusing
- Minimal visibility on quote activity and accuracy
- Lacked control and variations of content
- No way for sales people and customers to get a single consolidated view

Results

- Websource CPQ provides accurate quotes in minutes
- Time spent on quoting reduced by 50%
- Greater visibility and control of quotations being created
- Ability to maintain pricing, options, accessories and spare parts for all products
- Access via web browser from anywhere at any time

After implementing, WebSource CPQ allows Starrett Kinematic to easily and skillfully configure, price and quote their products from anywhere at any time. They now have visibility on quote activity and can control the look and content of the quotes being created. Further, Starrett Kinematic is using the database to maintain pricing of all systems, options, accessories and spare parts. Having the web based structure allows their international sales team access when and where they need it! WebSource CPQ reduced Starrett Kinematic's administrative staff about 50% of time spent per quote.

The need for an administrative specialist to prepare a quote has also saved Starrett Kinematic about \$40,000. The sales team and distribution can now confidently prepare quotations in a matter of minutes. If they need it reviewed, they can simply create the quote and forward it along to the appropriate person for review.

Business Challenges and Objectives

Starrett Kinematic designs and manufactures precision measuring systems, used in Quality Control, Manufacturing and Research & Development departments, which can be configured in multiple ways. Providing information to distributors and customers for quotations and price lists was tedious and confusing. Using Word documents and templates solved part of the problem, but control and variations became another problem. In addition, Starrett Kinematic had minimal visibility on quote activity and accuracy. Starrett Kinematic needed a tool that allowed their Regional Sales Personnel and Distributors to streamline the entire quoting process, which would relieve them from having to have one administrative sales support person responsible for handling all of the quoting activity.

The Solution Approach

Webcom's sales configurator software, WebSource CPQ, has enabled Starrett Kinematic to present their entire product line on a web based portal, where they can control the content and allow access to selected staff and distributor partners. Starrett Kinematic's Regional Sales Personnel and Distributors can access the portal anytime to create a quote or simply just check pricing and product configurations.