

## Elliott

### Industry

Manufacturing: Tube Tool and Metal Finishing

### Application

Solution to enable a more effective configuration, pricing, quotation (CPQ) process addressing the needs of an inside sales operation.

*"Webcom's software and services enabled us to quickly and cost effectively deploy a world class sales tool. Elliott Tool and our sales channel partners are cooperating more than ever and we are enjoying significantly better measurable results".*

### Mike Nemeth

General Manager-Tube Tool BU  
Elliott Tool Technologies, Ltd.

## Webcom Solutions

### Websource CPQ

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

### Webcom Professional Services

- Product Modeling
- Project Management

## Challenges

- Quick quote turn-around time in an inside sales environment. Enable channel partners in a cost-effective, easy-to-use way.
- Tool supporting both direct sales and channel partners in a cost-effective, easy-to-use manner. Integrate to multiple internal and external systems.
- Improve quote cycle time with the highest degree of accuracy.
- Easily move from opportunity to order.
- Control sales hierarchy, discounting and pricing rules.
- Minimal effort required for implementation.

## Results

- Simplified the process, improving quote turnaround time and accuracy in an inside sales environment: quotes typically 30-50% faster.
- Configure, price, quote and propose a product/service offerings across all channels: providing a more integrated sales environment.
- Bridged the gap from opportunity to order: with average order size up 38%.
- Cost-effective deployment.

Now implemented, requiring nothing more than a web browser, WebSource CPQ allows Elliott Tool to easily and skillfully configure, price, quote and propose their offerings, addressing the complex needs of their customers.

Since 2005, all of Elliott's quotes have been via WebSource CPQ, which also represents lead-time and cross-sell information. Quote volume is up 135%, with sales up 36% since 2004.

### **Business Challenges and Objectives**

Elliott Tool Technologies, LTD is known throughout the world for manufacturing quality tube expanders, cleaners, pullers, cutters and other related tube tools and equipment. Elliott Tool needed to equip its sales channel partners a configuration, pricing and quoting solution 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. There is an enhanced CRM integration addressing the needs of customers with multiple channels to market. With minimal education, Elliott Tool was able to implement the solution entirely on their own, allowing for a cost-effective deployment.