JUNGHEINRICH

Customer success story

Jungheinrich AG

Merlin CPQ

One configurator - endless possibilities

CAS SOFTWARE

Merlin CPQ in action at Jungheinrich AG

Streamlining - Jungheinrich bundles product knowledge

Every manufacturing firm is familiar with this challenge: As the spectrum of product variants widens, the complexity of the sales process increases. And so to ensure that customer quotes could still be created quickly, easily and free of errors, Jungheinrich AG decided it was time to invest in a CPQ solution. Practical experience has shown that useful product knowledge can be gained from using Merlin CPQ with complex structures.

Jungheinrich AG counts among the leading global solution providers for intralogistics. In 1953, Dr. Friedrich Jungheinrich, founder of the company, set the cornerstone for today's success: It all started in Hamburg, in a small workshop with just 30 employees. Today, the company boasts around 18,000 employees in 40 countries.

From Hamburg into the World

Regardless of whether you use an Ameise electric pallet truck, or a vertical order picker – the mainstay of Jungheinrich's global success is their deliberate focus on customer needs.

The sales consultants already had to rely on technical help in the past to provide tailored products, solutions and services from one provider.

The goal? To get to the goal faster

Up until now, the company used 2 configuration systems consecutively during the whole quote process. First of all, the sales staff would use software they had developed themselves to capture customers' ideas and expectations. Khaled Boukhalfa, Jungheinrich's Project Manager for the implementation of the Jungheinrich concern configurator recalls that: „The sales configurator had a set of rules based only on price list items". It was only afterwards that a technical configurator would check with the production teams as to the technical feasibility. „It was our goal to make the whole process more pleasant and significantly more efficient while shortening feedback cycles and accelerating the feasibility checks in general", explains Boukhalfa.

The solution: Use the best of both worlds

To ensure that the variety of the product range could be model-led in full in the future and to make the most of sales potential, the project started with Merlin CPQ. Jungheinrich AG took it upon themselves to provide their sales team with a tool which would support them in their efforts to show customers just how diverse the products are as well as allow them to create error-free quotes for customers. In addition, the tool should ensure that all technical rules are taken into consideration as of the first consultation, thus enabling a clear, error-free product configuration at any time.

Careful selection process

After carefully considering the options, the responsible project managers decided to collaborate with CAS Software AG. „We appreciate the know-how that the CAS Team bring to the table and we work very closely with them on this project", explained Boukhalfa.

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» Using Merlin CPQ we were able to op-timize the whole process together, while simultaneously providing our employees in sales with the ideal tool. «

Khaled Boukhalfa
Jungheinrich Project Manager, responsible for the implementation of the company's configurator

Avoiding duplicates and data redundancy

Merlin CPQ is the solution to avoid corrective loops in the sales process post ordering, it also functions as a connection between the sales and technical world. A pre-requisite for project success was the seamless integration into the existing SAP system landscape. To avoid redun-dant data and duplicate entries, we extracted the existing rule set from the SAP LO-VC configurator and transferred it

to the rule set for Merlin CPQ. To do this, we used the SAP default importer which was developed specially for the CPQ solution by CAS Software AG. In addition to the materials' master data and class structures, the importer also imported product knowledge, for example, preconditions, selection criteria, procedures and restrictions.

Keeping the tried and tested – while making the most of the new

To guarantee the sales team's acceptance and ensure the successful use of the new tool, the project managers decided to keep the existing tried and tested processes. Thus, the sales process continued to be based upon price list items. Merlin CPQ also expanded the data available by enabling the generation of price indications as well as a number of different data sheets and marketing texts. Besides the interface to the SAP ERP system, Merlin CPQ communicates with both Jungheinrich AG's Product Information Management System (PIM) and the SAP CRM system.

Technical feasibility is now guaranteed by „matching" the comprehensive product knowledge from the technical SAP system with the price list items from sales. The result: A bidirectional translation between the technical and sales language worlds.

> » Merlin CPQ is a powerful tool that supports us in connecting the sales and technical product worlds with each other. «
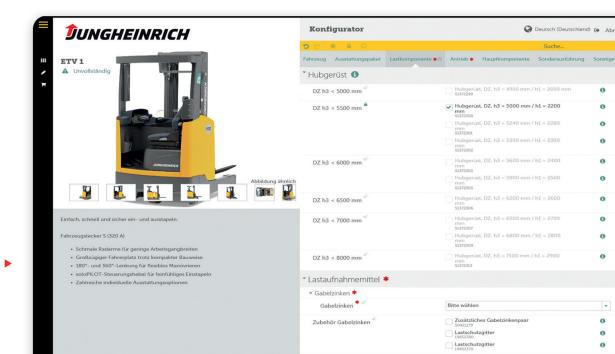
Khaled Boukhalfa
Jungheinrich Project Manager responsible for the deployment of the company configurator

During a configuration, the system checks for technical exclusions in the background, if any are detected, then the sales consultant is informed.

A convincing powerhouse package

Using Merlin CPQ, we were able to overcome one of the biggest challenges involved in the sale of variant-rich products: Now, since the introduction of the solution, sales configured products are checked for technical feasibility. Sales consultants can now create errorless quotes while saving valuable time.

Exclusive insight: CAS Configurator Merlin in action at Jungheinrich AG ▶

More information:

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Merlin CPQ
at a glance:

- Product and quote configurator for the easy management of quote and sales processes

- Central pooling of all employee know-how which is then made available in the configurator software

- Simple and intuitive quote creation –
for error free quotes

- Enables a quick turn around for individual enquiries

Find out more

Are you interested in the topic of quote and contract configuration? We are here to help!

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