

User report

BAVARIA YACHTS



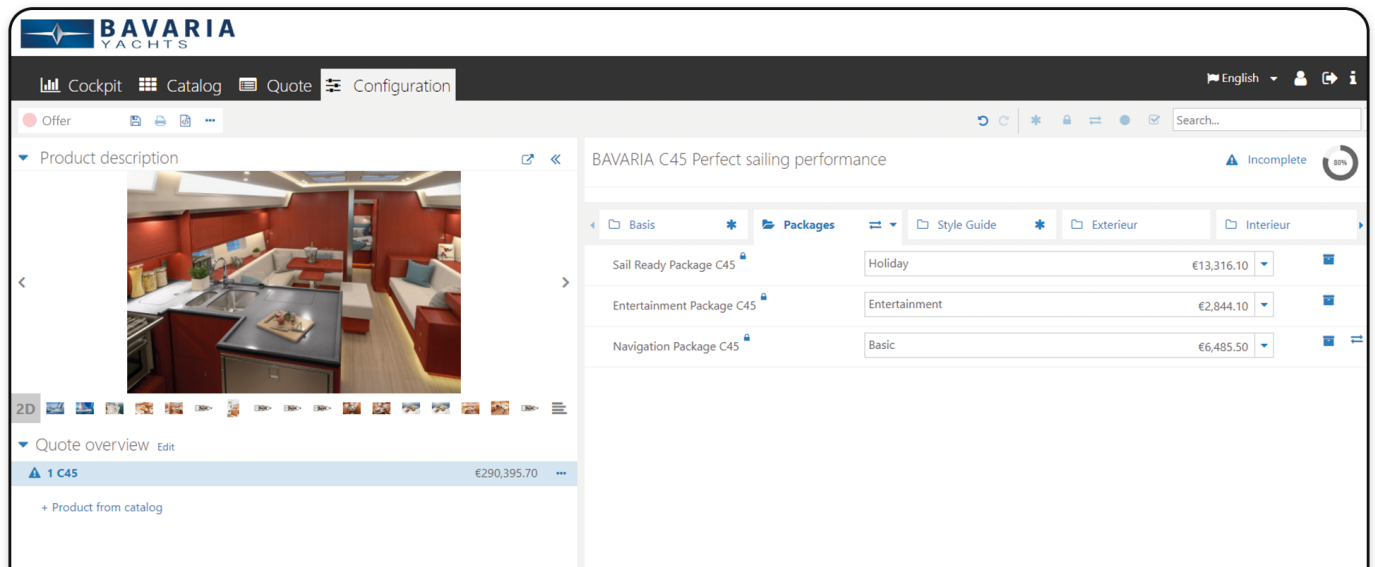
Merlin CPQ

Setting sail into the future with CPQ



Sailing to success with Merlin CPQ

From distinctive sailing yachts to innovative motorboats: BAVARIA YACHTS creates memorable experiences on water. Merlin CPQ help to realize the dream of a custom-built yacht.



BAVARIA YACHTS is one of the most modern sail yacht and motorboat manufacturers worldwide. More than 450 sail yachts and motorboats are produced at the 200,000 m² site in Giebelstadt near Würzburg (Germany) each year. Since its foundation in 1978, BAVARIA YACHTS' team of 550 employees stands for precision, quality, and best craftsmanship.

Perfect interplay between many components

Each yacht built in the BAVARIA YACHTS shipyard consists of a variety of components and different materials. Especially our more than 100 worldwide distributors needed a tool to build each yacht according to the customer requirements and extend their professional quote management in line with the renowned brand image of BAVARIA YACHTS. With that in mind, our goal was to introduce a CPQ solution to further optimize the consistent cooperation between sales and distri-

butors and model a targeted multi-channel sales process with our international partners.

All desired functions aboard

But what is the best solution for this goal? After we have gather multiple quotes and compared alternatives, BAVARIA YACHTS chose the CPQ solution by CAS Software AG. "Merlin CPQ is the CPQ solution for us which we were able to quickly and seamlessly implement. What convinced us the most was the option to flexibly customize the solution to fit our wishes and requirements at any time," Marcus Schlichting, Marketing & PR at BAVARIA YACHTS, tells us. Additionally, they were excited by the concept of partnership as equals. "The exchange and project support provided by the CAS Merlin experts went very well. Overall, the entire implementation went very quickly," remembers Marcus Schlichting.

Setting sail towards direct communication with distributors

Before the configurator was implemented, the national and international distributors were working with price lists and order forms. Thus, quick changes and updates to quotes were almost impossible. "That's why it was obvious to us that we needed to implement an efficient configurator solution which supports direct communication with our distributors and enables us to quickly check the technical feasibility of ordered yachts," Marcus Schlichting reports. "Thereby, the CPQ solution not only eases and simplifies the entire quote process but also ensures that all involved always stay informed about the current project status, and any knowledge transfer is modeled completely."

The best choice to sustainably excite your customers

In practice, the solution helps all distributors around the world to configure custom yachts together with the customers – always up-to-date and based on current available feature variants. For Merlin CPQ always ensures the technical feasibility of all requirements. As a result, the customer can take home an error-free, high-quality quote and review it at their discretion.

"Thanks to the CAS Merlin configurator solution, we can establish much more efficient but also customer-focused communication with our distributors and customers," Marcus Schlichting is convinced. In addition, the entire planning process has become less time consuming. "Thanks to Merlin CPQ, we can implement changes within a day that would have taken at least one month to implement in the ERP system," Stefan Rixecker, Order Management at BAVARIA YACHTS, adds on the configurator benefits. Furthermore, the head office is always informed which quotes the distributors are currently configuring.

Making the "Yacht" experience visible

From the wood color to the floor tiles to the upholstery: there are a variety of customization options for the interior. Merlin CPQ also supports you on the visual level so that the customer can gain an overview of the selected variants. "Using the CAS Merlin configuration solution, we visualize the desired yacht by overlaying high-gloss images. With those images, we can illustrate the final look of the finished product for our customer already during planning," Marcus Schlichting explains the visual consultation process.



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Marketing & PR at BAVARIA YACHTS

Setting sail into the future

In the future, BAVARIA YACHTS would like to implement further projects with CAS Merlin. Here, the emphasis lies especially on customer services. "Remaining in contact with our customers and establishing sustainable customer relationships are our anchor points and our most important assets. That is why we want to extend our range of services. Together with CAS Merlin, we want to implement an end customer configurator during our next project. This configurator supports customers by providing them with information on different variants before their consultation. On location with the distributor, they can then coordinate the available options and define the details of their dream yacht. That's why the configurator is a sustainable investment into the future for us," Marcus Schlichting joyfully states.



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Marcus Schlichting

Marketing & PR at BAVARIA YACHTS

More information:

<https://www.cas-merlin.de/en/references/bavaria-yachts/>

More testimonials:

<https://www.cas-merlin.de/en/references>

Find out more now

Are you interested in quote and contract configuration? We're here to help!



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Merlin CPQ at a glance:

- ✓ **Easy control**
Product and quote configurator for easy control over your quote and sales processes
- ✓ **Central knowledge base**
Central pooling of all employee know-how in the configurator software
- ✓ **Intuitive quote generation**
Easy and intuitive quote generation creating error-free quotes
- ✓ **Quick response time**
Enabling quick reaction time to individual requests

