# A Guide to Product Customization

## From Marketing to Manufacturing

**Shelley Horn, CPIM**
Director, Industry Solution & Strategy – Infor
Shelley.Horn@Infor.com

Infor

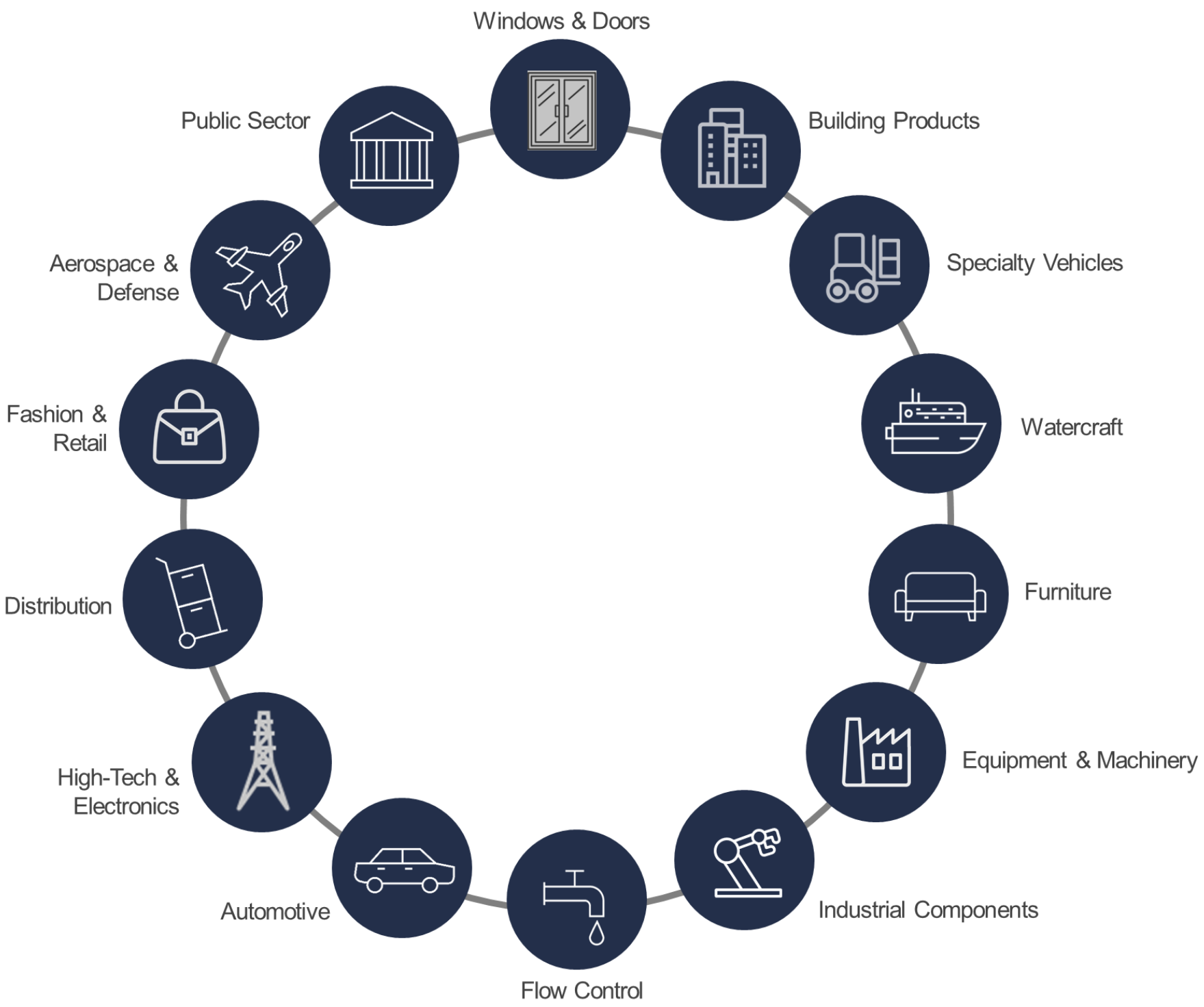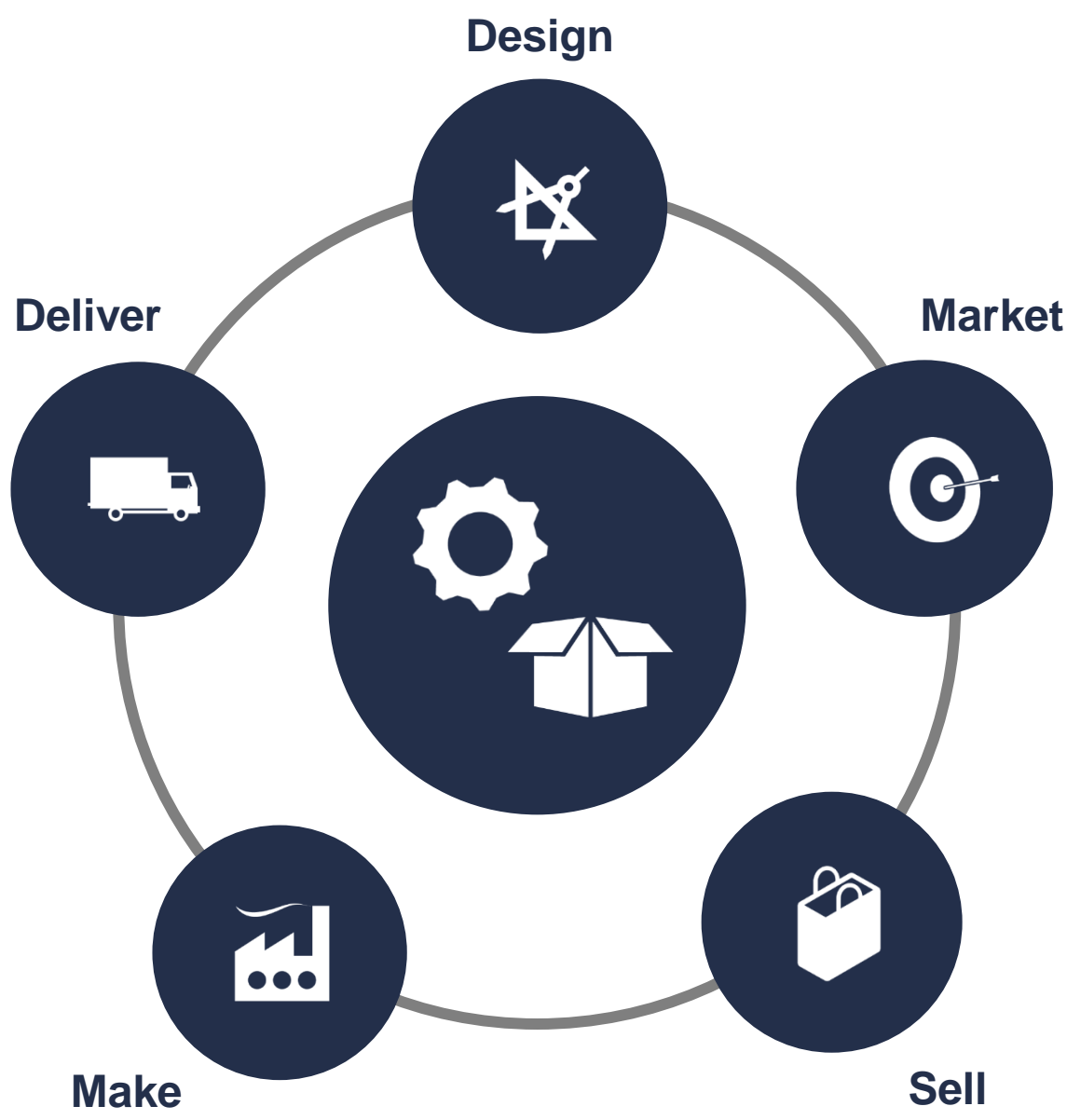**Configure. Price. Quote. Fulfill.**

# Today's guest

**SHELLEY HORN, CPIM**
DIRECTOR, INDUSTRY SOLUTION & STRATEGY

With over 26 years of experience working with CPQ, ERP, and CRM solutions, Shelley's specific focus is understanding what industrial manufacturers need in today's market to increase sales, reduce costs, and differentiate brand.

.

infor

A Guide to Product Customization: From Marketing to Manufacturing

# Business needs



Design
Market
Sell
Make
Deliver

Windows & Doors
Public Sector
Building Products
Aerospace & Defense
Specialty Vehicles
Fashion & Retail
Watercraft
Distribution
Furniture
High-Tech & Electronics
Equipment & Machinery
Automotive
Industrial Components
Flow Control

infor

# Personalizing every experience

## Motivation

CEOs spend their time looking for additional ways to increase sales and differentiate their brands on top of what they're already doing. They fear their current technologies are holding them back from innovation and growth.

## End-to-End Process

Integration with your critical back-end systems can dynamically generate the right SKUs, order information, BOMs, routings, and manufacturing instructions for each new order, so the shop floor will know exactly what to build and how to incorporate the selected options and specifications.

## Anytime, Anywhere

Every user – anonymous prospect, customer, salesperson, distributor, dealer – should be able to research, select, specify, quote, and order your simple and complex products wherever, whenever they like from any device.

## The Challenge

Today's buyers crave compelling experiences, as retail e-commerce has forever changed expectations. But most manufacturers are great at building and distributing products, not creating experiences.

## One Enterprise Solution

Use the exact same technology for the selection, visualization, quote, conversion to order capabilities, as well as from your back-office systems to ensure the customer's specifications can be built and shipped when promised.
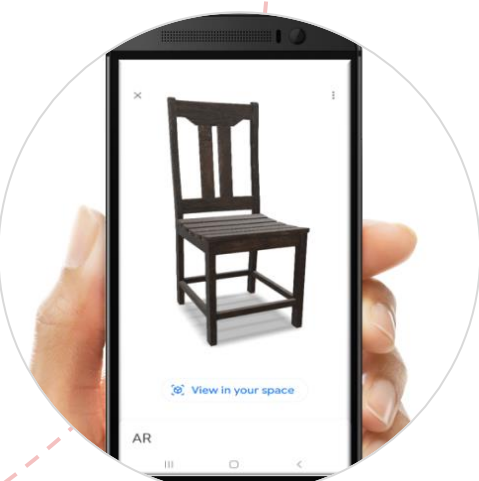
## Urgency

Your products must capture a user's interest during their research process long before engagement with sales, or risk losing opportunities you don't even know about.

## Reinvent the Buying Experience

Bring your products to life through an interactive, dynamic, real-time, 3D engagement experience so any user can personalize your products and visualize their selections.

infor

4

# Address tough challenges

## Flat / declining sales

Products are Hard to Sell

Reps Aren't Productive

Lack of Channel Attention

Slow Product Introductions

## Increasing costs

Quoting Errors

Order Errors

Manual Activities

Duplication of Efforts

## Brand commoditization

Long Lead-Times

Inconsistent Service

Difficult to Work With

Cookie-Cutter Products

# Changing buyer habits over the past 3 to 5 years

For discrete manufacturers who need to drive interest generation through fulfillment, Infor CPQ is an enterprise solution that can most effectively increase sales, reduce cost, and differentiate brand.

**83%**

▼

**Point to product images as the most influential factor in purchasing decisions**
Source: eMarketer

**50%**

▼

**Identify specific solutions before reaching out**
Source: Miller Heiman

**75%**

▼

**First-time users will continue using digital channels**
Source: McKinsey & Company

**82%**

▼

**84% of customers are asking for customized windows and doors**
Source:   WDMA

# Addresses more challenges in today's market

## Flat / declining sales

Products Difficult to Customize

Lack of Visual Representation

Unknown Opportunity Losses

Slow Proposal Generation

Delayed Product Introductions

## Increasing costs

Quoting Errors

Order Errors

Manual Activities

Duplication of Efforts

Loss of Domain Knowledge

## Brand commoditization

Limited Product Options

Little Product Differentiation

No Engaging Digital Content

Inaccurate, Incomplete Proposals

Long Lead-Times

infor

A Guide to Product Customization: From Marketing to Manufacturing

# With a complete solution

**Configure**

Products

Systems

Solutions

**Price**

Cost, Margins, List

Promotions

Discounts & Adders

**Quote**

Multi-channel & Tier

Proposals

Versions

**Fulfill**

Order Placement

Manufacturing Automation

Change Management

# With robust capabilities

Easy Selection, Configuration and Pricing of Products
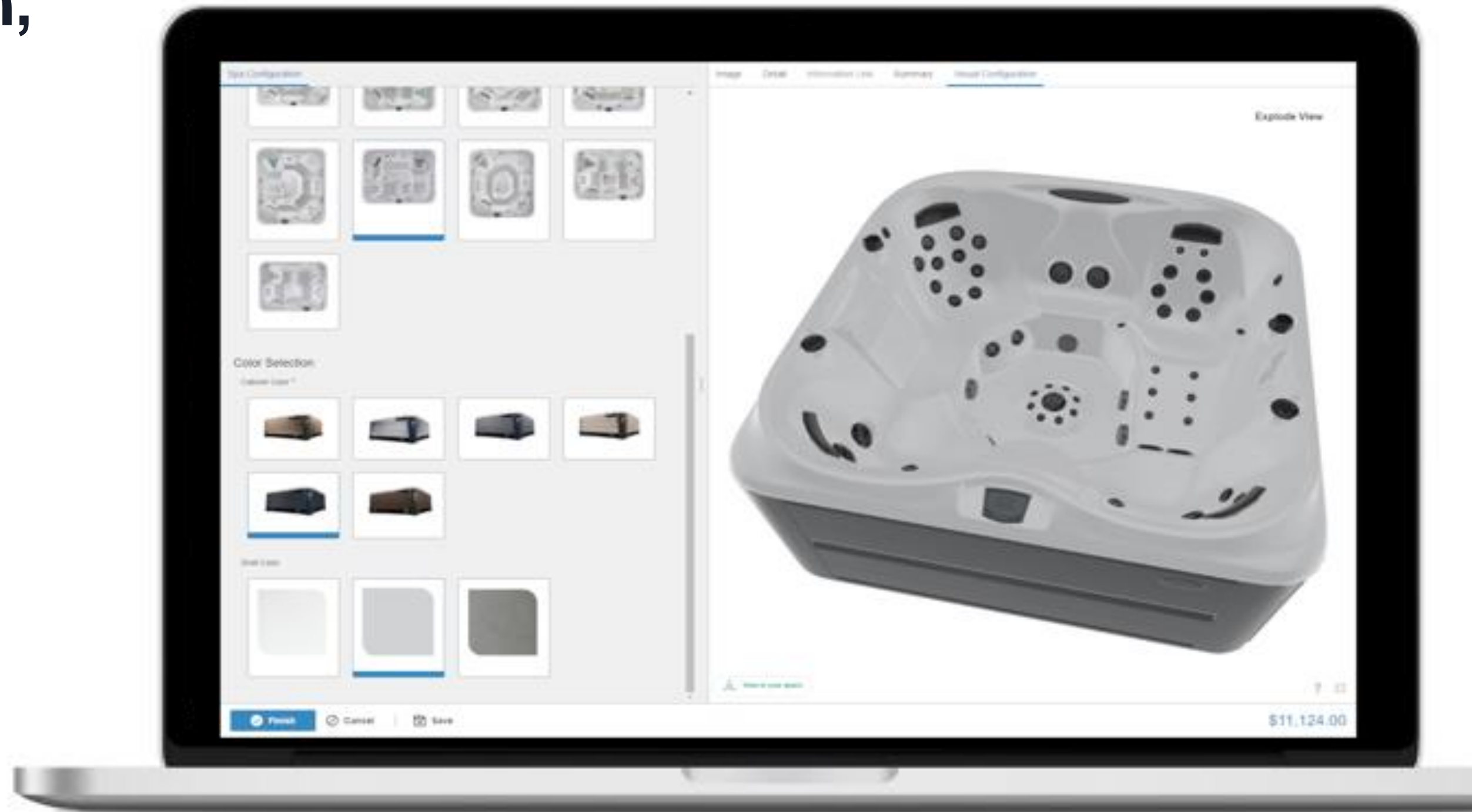
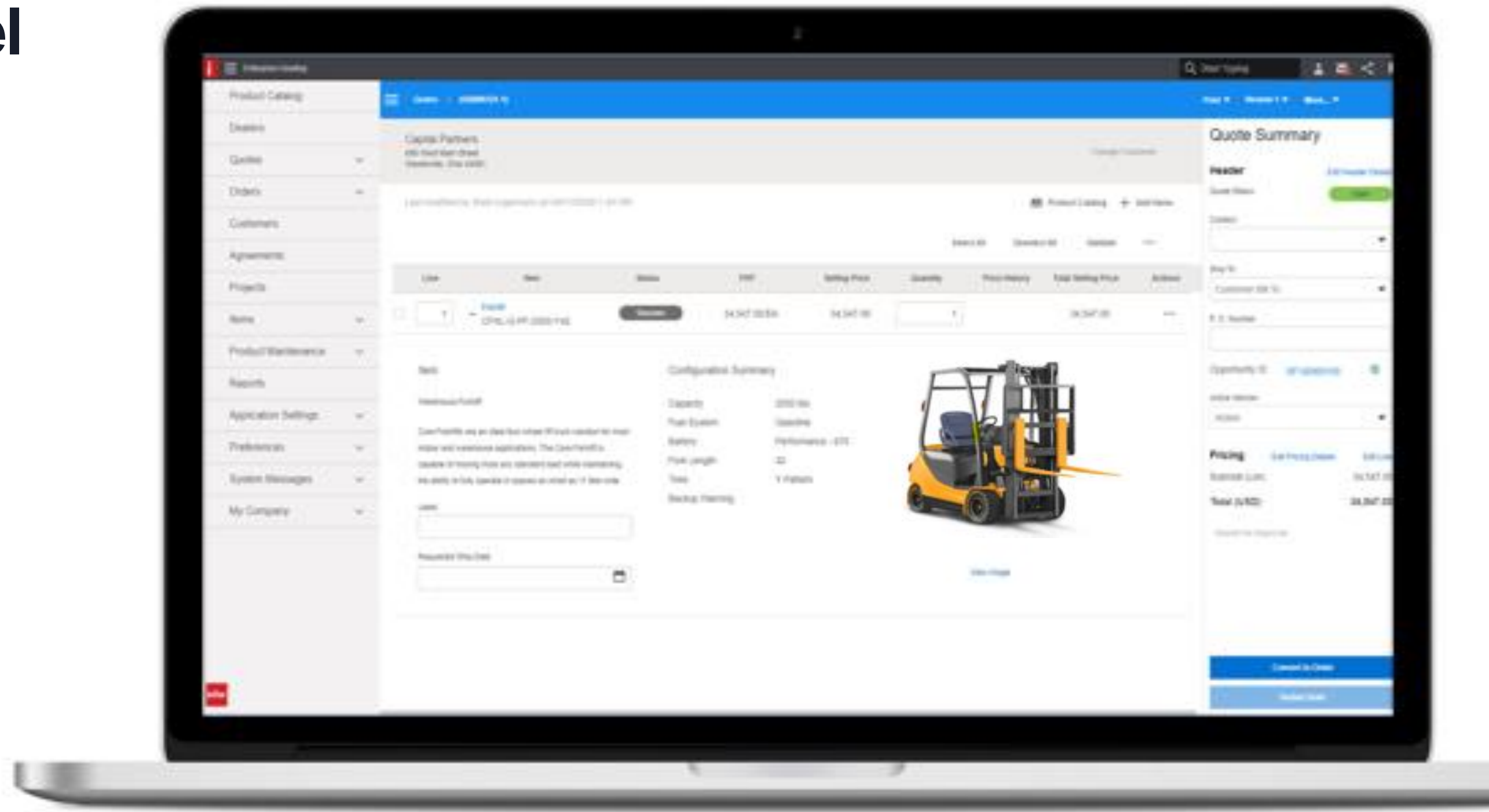Multi-Channel Quoting and Ordering

Visual Engagement and Interaction

Compelling Proposals

Anytime, Anywhere Access

infor

# Easy selection, configuration and pricing of products

infor

# Multi-channel quoting and ordering

# Visual engagement and interaction

### PRODUCT IMAGES

Customers can easily view your product and usually the initial thing that catches customer interest

### INTERACTIVE 3D

Empowers customers who want to explore the details and complexities of the product

### AUGMENTED REALITY

Provides ultimate reassurance by letting the customer place the product in physical space
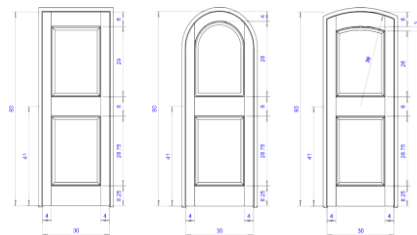
### 2D CAD DRAWINGS

Supports sales and manufacturing through the dynamic generation of 2D CAD drawings

### 3D CAD ASSEMBLIES

Supports sales and manufacturing through the dynamic generation of assembled 3D CAD models

CPQ for the enterprise

# Compelling proposals

A Guide to Product Customization: From Marketing to Manufacturing

# Anytime, anywhere access

# Drive real value



**Increase Sales**



**Reduce Costs**



**Differentiate Brand**

# Increase sales

| | |
|---|---|
| Quoting in Minutes, Not Days | More Quotes |
| Consistently Cross-Selling and Up-Selling | Larger Orders |
| Faster New Product Introductions | Grow Market Share |
| Complete, Personalized Proposals | Better Win Rates |

# Decrease costs

| | |
|---|---|
| Self-Service Quoting and Ordering | Fewer Errors and Cycles |
| Correct Manufacturing Information | Less Returns, Rework, Scrap |
| Automation of Non-Value-Add Activities | Eliminate Headcount |
| Systems Work Together | Less Duplicate Efforts |

A Guide to Product Customization: From Marketing to Manufacturing

# Differentiate brand

| | |
|---|---|
| Engaging Research Experience | Drive Brand Interaction |
| Visual Design Capabilities | Generate More Leads |
| Personalized Content | Drive Higher Margins |
| Superior Buying Experience | Shorten Lead-to-Order |

# Delivering real value

| | |
|---|---|
| **Fast** | Rapid Configurations, Modifications, Changes |
| **Easy** | Tailored for Every User |
| **Complete** | Models All Your Product Knowledge |
| **Modern** | Standards-Based Technology Platform |
| **Great User Experience** | All the Information You Need in One Spot |

# Delivers real results

## Increase Sales

**10x**
Faster quote generation

**40%**
Increase in quote volume

**90%**
Reduction in quote errors

## Reduce Costs

**95%**
Less order errors

**75%**
Reduction in training time

**65%**
Decrease in quote labor time

## Differentiate Brand

**40%**
Conversion increase w/ 3D interactive

**80%**
Faster quote cycle time

**78%**
Touchless order conversion

# With real returns

$$\frac{\text{Increased Sales} + \text{Reduced Costs}}{\text{Investment}} = \text{5X to 8X Return}$$

# One solution for all your needs

**MARKETING**

Engaging Digital Content
Interactive 3D & Augmented Reality
Consistent Product Presentation

**SALES**

Multiple Selling Channels
Mobile App
Fully Responsive UI

**ENGINEERING**

2D & 3D Design Automation
Templates & Algorithms
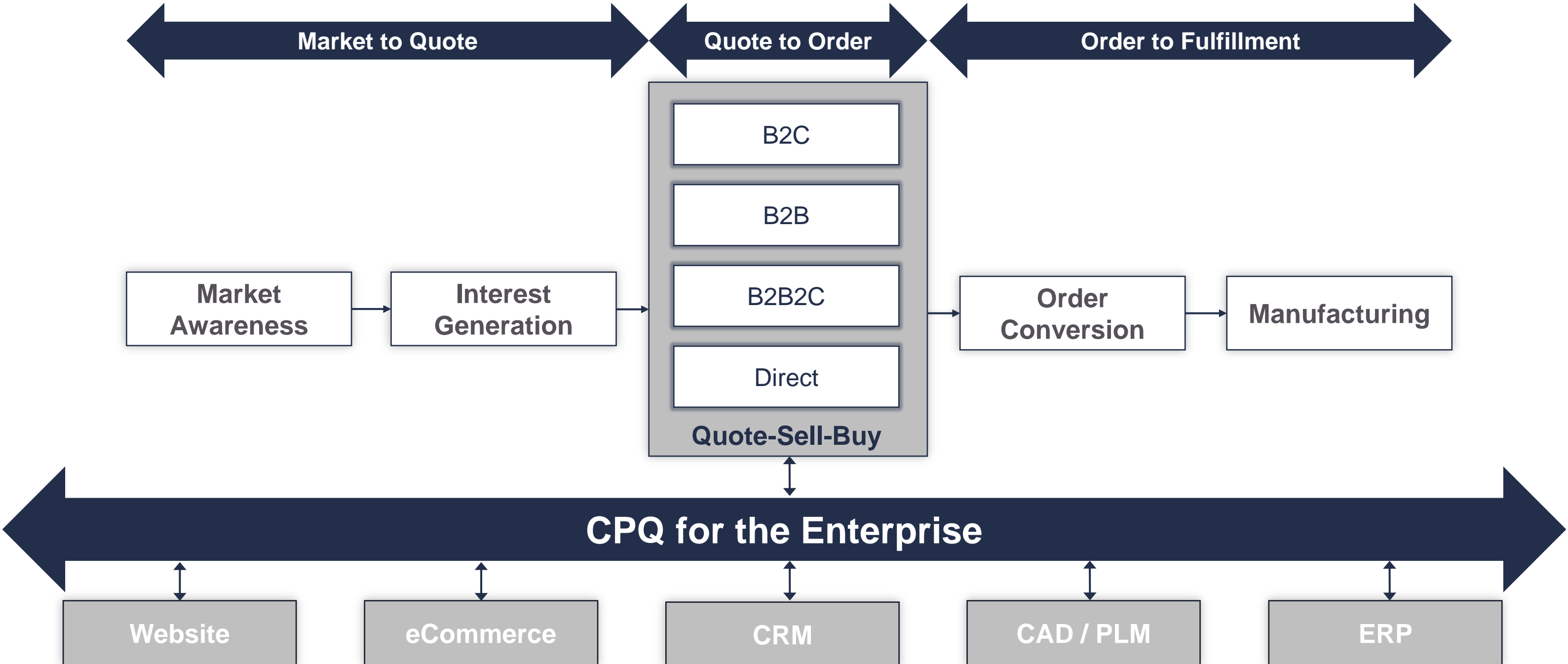Automated Specials Handling

**MANUFACTURING**

2D & 3D CAD Content
Accurate BOMs & Routings
Manufacturing & Change Orders

**MANAGEMENT**

One Source for All Product Data
Workflow & Approvals
Analytics & Artificial Intelligence

A Guide to Product Customization: From Marketing to Manufacturing

# Supports the entire business process



**Market to Quote**      **Quote to Order**      **Order to Fulfillment**

B2C

B2B

B2B2C

Direct

**Quote-Sell-Buy**

Market Awareness → Interest Generation → [Quote-Sell-Buy] → Order Conversion → Manufacturing

**CPQ for the Enterprise**

| Website | eCommerce | CRM | CAD / PLM | ERP |

infor

# Who is Infor?

- Global software company with a significant focus in discrete manufacturing

- Wide range of solutions, including:

  – CPQ

  – ERP

  – PLM

  – MES

  – and more …

PROVEN TRACK RECORD

FINANCIAL STABILITY

LONG-TERM THINKING

SCALE DRIVES INNOVATION

# A Global Cloud Leader

**Offering industry specific cloud solutions that bring innovation and enable a competitive advantage**

| 100% | $3.5B | 67k+ | 1M+ |
|---|---|---|---|
| Koch ownership | revenue | customers | Infor CPQ users |

| 117 | 177 | 14k+ | 2k+ |
|---|---|---|---|
| global offices | countries | cloud customers | partners |

# Questions?

infor | Configure. Price. Quote. Fulfill.

# Thank you

**infor** | Configure. Price. Quote. Fulfill.