

Tacton Smart Commerce Invest in future-proof solutions

Go Beyond Quote-to-Cash

Transform your bottom line with awardwinning manufacturing solutions



<u>www.tacton.com</u>

A Quick Intro

The fourth industrial revolution is transforming the ability of manufacturers to produce complex, customized products.

All too often, however, this technological sophistication is not matched by similar advances in the way sales, engineering, and manufacturing teams communicate with each other. The outcome? Errors, inefficiencies, and delays, all of which result in lost revenue.

We're going to explore how to bridge this gap, by connecting all processes into one seamless, coherent whole - strengthening sales and increasing customer satisfaction.





Rapid Changes and a Rapid Reaction

According to the Association of Equipment Manufacturers (AEM), IoT, additive manufacturing (3D printing), automation, and advanced visualization are all going to have a major impact

These innovations all form part of Industry 4.0 - the 4th industrial revolution. As in the previous industrial revolutions (mechanization, mass production, and automation), Industry 4.0 comes as a direct result of one major technological leap - in this case, digitalization.

The choice is simple - and stark. Manufacturers that wholeheartedly embrace these technologies will thrive - those that do not (or do so half-heartedly) will be left behind. Any advances in engineering, production, or logistics must be matched by similar leaps forward in the business front end of sales and marketing. Without a meaningful connection between customer and product, technical wizardry on the factory floor will amount to nothing.

What is industry 4.0?

"Industry 4.0 is a collective term used around the world to describe the convergence of IoT-driven technologies, augmented decision making and advanced automation. These nextgeneration technologies are fundamentally transforming the traditional value chain by opening new revenue streams and driving a step change in business performance."

The cornerstones of 4.0

- **Time to market**: Technologies such as advanced modeling and 3D printing reduce the time it takes manufacturers to bring innovations to market.
- **Product customization**: Customization is now expected as standard, rather than as an extra, regardless of volume - business success will depend upon manufacturers meeting this expectation.
- Market agility: Digital innovations will let manufacturers react more rapidly to changes in demand, supply chain or logistics.
- Data-driven iterative product improvement: Data generated by loT will help manufacturers fine tune their product design to meet realworld customer needs.



Connecting sales with product and factory

Traditional manufacturing sales teams have relied on two key elements: personal relationships and detailed product knowledge.

Historically, sales-customer relationships have taken time to build, with trust being built upon the sales team's understanding of their customer's business. Recently, however, the ability to quickly produce highly variable and customized products has become of greater importance.

Centralized procurement teams have become ever more value-focused, driving competitive pricing pressures. Portfolio-based sales (as opposed to product or product-line) have also become more common. As product variability has grown, so has the need for manufacturers to stand out from the crowd.

A recent survey by IndustryWeek found that more than half of respondents are receiving more build-to-order and configure-to-order requests, with 40% seeing more engineer-to-order requests. If this trend continues, manufacturers will need to focus more on these three areas, moving away from traditional inventory configuration orders. The demands of customization, time to delivery, and pricing competition are fundamentally altering the sales relationship status quo.





Bringing together Sales & Manufacturing

Industry 4.0 has changed manufacturing - has demand changed as a result?

In a word, yes. Industry 4.0's technological advances have naturally led to an increase in customer expectations. Discover how six tools working in unison are bridging the gap between customer, sales, and the factory floor.



CPQ

Configure, Price and Quote with 100% accuracy using the top CPQ software for manufacturers.



Visualization

Create an engaging buying experience with Visual Configuration built for manufacturing.



Integrations

Drive business processes and leverage big data through seamless integrations to CRM's, ERP's, and CAD software and more.



Design Automation

Free up engineering to focus on innovation by automating design to sell custom products as fast as standard.



Analytics

Drive and deliver intelligent business and product insights with analytics built specifically for manufacturers.



Omnichannel Sales

Expand your offering online enabling customers to shop and buy when, where and how they choose, across channels.

Capitalize on Industry 4.0 with Tacton CPQ

Today's manufacturing customers have greater expectations than ever. Tacton's solution is unique in delivering a world-class customer experience — regardless of product and catalog complexity — across the entire customer lifecycle.

By putting the customer at the heart of the process, Tacton connects them with product and factory, fundamentally enhancing their buying experience and leading to better sales, improved efficiency and, ultimately, customer satisfaction and loyalty.

By combining powerful constraint-based CPQ with needs-based guided selling, rich 3D visualization, full CAD integration, and design automation, Tacton is helping manufacturers drive revenue and margins and build great relationships with their customers.

Tacton integrates with leading CRM platforms (Salesforce, SAP, Microsoft Dynamics), ERP platforms (SAP, Oracle, Microsoft Dynamics), and PLM platforms (Siemens, Enovia, PTC Windchill) to connect customers with product and factory in a seamless, repeatable, and scalable process.



Customer Success at Tacton

swisslog

Swisslog designs, develops and delivers automation solutions for warehouses and distribution centers. It is a global organization with customers in more than 50 countries.

The Challenge

- Swisslog were producing highly complex specifications for crane orders manually, using MS Excel and Mathcad, calculating such factors as the correct size for horizontal and vertical motors.
- Changing customer requirements forced Swisslog to re-start all calculations from scratch.
- Human involvement in each stage of configuration increased the risk of error and slowed order velocity

The Solution

- With Tacton's true-constraint based product configuration, Swisslog can now produce quotes without any involvement from the product experts at the Swedish manufacturing site.
- For requirement revisions, Swisslog simply inputs the specific changes of the configuration and Tacton's CPQ automatically recalculates, saving significant time and effort.
- When sales configuration is complete, approximately 80% of all orders can go straight to production.

SIEMENS

Siemens AG is a global powerhouse in electronics and engineering, operating in the fields of industry, energy, infrastructure and healthcare. The company is the world's largest provider of environmental technologies.

The Challenge

- High product complexity in its gaspowered turbine product line (the air intake assembly alone has 120 variants)
- Full customer proposals were up to 500 pages long and took eight weeks to produce.
- Specialized engineering assistance was required on almost every proposal.

The Solution

- With Tacton CPQ, Siemens can now create pre-made assemblies, including standardizing much of the core turbine engine.
- Tacton has allowed Siemens to reduce thousands of business rules down to a few hundred constraints, making system maintenance far less resource intensive.
- Siemens sales reps can now produce full, accurate quotes in a matter of minutes instead of months. Product specialists are required on only the most complex cases.

N In Conclusion

As Industry 4.0 evolves, successful manufacturers will need to think about more than technological production innovations and instead embrace holistic solutions, that cover every step from quote to fulfillment.

Viewing the traditional quote-to-cash lifecycle separately from production is no longer an option.

According to research by CapGemini, 43% of all manufacturers currently have an operational smart factory initiative, and another 33% are in the process of defining one, with North America and Western Europe leading the way in Industry 4.0 technology adoption.

To fully capitalize on these initiatives and connect them to top-line business objectives, manufacturers need to leverage Al-driven CPQ and design automation and close the loop between customers, products, and the factory floor and think beyond quote-to-cash.

Learn more today by visiting <u>www.tacton.com</u> or scheduling your <u>personalized demo</u>.

