

**Case Study**

# Husky's Solution Time Reduced 75% with CPQ

**Husky Injection Molding Systems is a global leader in supplying injection molding equipment and services. With over 4,000 employees worldwide Husky supports customers in over 100 countries.**

**“For Husky’s digital transformation it’s key to use “best of breed solutions” that span across all businesses. Tacton is a key element in Husky’s sales process.”**

– Steffen Bönecke, Director of Global Engineering and Operation Transformation, Husky

## Industry Leader Husky faced a quoting accuracy challenge

Husky was facing a challenging quoting process for their hot runner business when they realized they needed to consider 60-70 variables for each solution. These variables may seem small, but behind each variable was a set of guidelines for what to select into a configuration, and there were thousands of guidelines.

This meant the sales engineers managing the quote would have to do manual work across multiple systems in Excel and look-up charts.

This led to inconsistent and incorrect quotes for their customers. But most importantly - the process took too long, resulting in missed sales opportunities to the competition. In a business with short sales cycles and high volume, speed is key to stay competitive.

Husky also faced challenges with their internal collaboration. Sales and engineering teams would use different tools for different parts of the quoting process, resulting in inefficiencies and disconnected data flows.

## The search for the optimal solution

When Husky began looking for a solution to their issues they wanted to work with a vendor that had a track record of manufacturing expertise. Their previous CPQ supplier struggled with Husky's product complexity, a common occurrence for manufacturers.

Husky's IT had to maintain the tool, resulting in a change request backlog.

## Towards Industry 4.0

A digital transformation required a solution that would span across different business operations. From sales to engineering, they searched for a solution that would work for anyone who needed to configure products.

Husky's search led them to Tacton's Configure Price Quote (CPQ) solutions. With Tacton, Husky finally found a tool that can handle their product complexity while cutting the time spent on their tens of thousands of quotes per year by 75%. Working with Tacton also helps Husky prepare more than 95% of the engineering bill of materials, which allows engineers to focus on innovation. Tacton also enables a seamless flow of information from Husky's CRM through to order fulfillment for a fully supported sales process.

Steffen Bönecke, Director of Global Engineering and Operation Transformation at Husky, describes how Tacton has helped revolutionize Husky's digital strategy: “We want to use every solution in their key area of expertise – and for us, Tacton’s main area of expertise is product configuration and supporting our solutioning processes globally. ”



## HUSKY HOT RUNNERS & CONTROLLERS' BENEFITS

- 100% error-free quotes.
- Consistently branded documentation for each quote – provides a consistent, reliable customer experience.
- Lower warranty cost – an incorrect configuration of a solution can cost thousands of euros. When other tools were used, incorrect configurations were common. With Tacton, there has never been an incorrect configuration made.
- Ease of use for new salespeople, guiding them to find the optimal product configuration that matches their customer's needs.
- Adoption of new products – it typically took a very long time to get new products out in the market.

## Husky is a global leader for injection molding manufacturing

Husky designs, manufactures, and integrates the industry's most comprehensive range of injection molding equipment, including hot runners and controllers. Husky has one of the broadest product lines in the industry.

### About Tacton

Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton's Configure, Price, Quote software is named a Visionary by Gartner in the Magic Quadrant for CPQ Application Suites and is recognized for its advanced product configuration and visualization capabilities. Tacton's founders pioneered computer-based product configuration which today powers Tacton CPQ and CAD Design Automation. Since 1998, Tacton is trusted by global customers such as ABB, Daimler, MAN, Scania, Siemens, Xylem, and Yaskawa. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw, and Tokyo.