

Case Study

Bürkert Focuses on the Customer with CPQ

Bürkert manufactures valves, sensors, and controllers that are vital aspects to our daily lives. Bürkert's products are designed to be flexible and customized, placing high requirements on the configuration technology.

“Our new products are designed to be more flexible and customizable from the outset. This is the way things are moving and it’s absolutely what our customers want. Thanks to Tacton’s configuration technology, we’re able to respond to that,”

– Marcel Goetzelmann, Bürkert

Considering they approach everything from the customer's point of view, it became essential to find a configuration tool that was web-based in order to give access to everyone anywhere. In addition, Bürkert has reduced errors and enabled sales teams to quote in minutes.

Enabling customer centricity

Managing fluids is fundamental to almost every industrial process. Whether it's measuring, dosing, mixing, filtering, controlling, setting or regulating, Tacton customer Bürkert provides the technology.

From the water we drink to the thin film of gas applied in manufacturing smartphone touchscreens - Bürkert valves, sensors and controllers enable many aspects of our daily lives.

Every customer has a unique problem

Bürkert prides itself on working closely with its customers. An absolute focus on the customer and their needs is embedded in the company's DNA and is an important differentiator for Bürkert. IT Application Consultant Marcel Goetzelmann explains, “We try to approach everything from the customer's point of view. It's only when we understand what the customer really needs that we can put together the best solution.”

This approach requires a portfolio that is flexible enough to match the most precise customer needs. Marcel's colleague Michael Haak explains,

“Sometimes our customers come to us knowing exactly which products or components they need. But equally often they will say, ‘I need to redirect fuel from A to B and I need to measure the flow.’ It's our job to interpret the requirement and come up with the best possible solution. This is where things start to get tricky,” says Michael, “We simply can't meet these requests without a configuration tool.”

Time for a change

Prior to Tacton, Bürkert was using two sales configurators, one of which they'd built in-house. Application Consultant Marcel Goetzelmann says, “Looking to the future, we wanted a web-based tool that could be accessed from anywhere. Data transfers were handled manually, making the process prone to errors and we were much too reliant on certain key individuals. If those people weren't available, everything got held up. Sometimes it would only be for a few hours, but at times we'd have day-, or even week-long delays if someone was sick or on vacation.”

The end-users - the real judges of success

“It's always a challenge when you're trying to roll out

a new system. But the minute people started using Tacton, they could see the benefits and how it made life so much easier,” says Marcel.

The conflict resolution capability in Tacton is also highly valued by the Bürkert team. “Because your starting point is always an already valid solution, you just have to tweak it to suit what the customer needs. This speeds up the sales process considerably. Our sales team are now able to quote in a matter of minutes, whereas before it took hours or even days,” says Application Consultant Daniel Horn.

The customer wants custom

“Our new products are designed to be more flexible and customizable from the outset. This is the way things are moving and it’s absolutely what our customers want. Thanks to Tacton’s configuration technology, we’re able to respond to that,” says Michael.

Marcel adds, “The Tacton solution scales really well. The speed at which we can roll out new configurable products is great. We simply wouldn’t have been able to achieve anything like this with the old platform.”

Bürkert can also handle updates much more quickly. When there’s a problem with a material or a supplier that impacts product availability, the team just runs the update and it’s online for everyone to see immediately. Marcel says, “With our old system these updates could take weeks to filter through. Tacton frees us from this type of time-consuming, manual work”

A powerful lead generation tool

One example of this is the ‘online sizing tool’ that the team has recently made available on the public website. The online sizing tool gives customers a chance to create a high-level configuration that shows the type of product that they will need and is the first step towards a wider roll-out of a more sophisticated web configurator.

Michael Haak describes the uptake, “Even though the tool is only in its early stages, it’s already a big success from a marketing and lead generation perspective. Our marketing department reports a lot of new leads coming from the tool, and we haven’t even promoted it yet! Going forward, the idea is that our customers will be able to self-serve across most of our ranges from the tool.”

Next steps

When asked what lies ahead, Marcel says, “We have a key project currently in development where we can configure complete systems, not just individual controllers and the valves.

“We’re also looking closely at Tacton’s Design Automation tool. We already have the knowledge in the team and it makes perfect sense to use the configuration rules not just for sales configuration, but also for design automation.”

The team is clearly very satisfied with how far they’ve come. “If we were to do this all over again, I think we’d go about it in much the same way,” concludes Daniel Horn.

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.