



Case Study

Eldon: Powering a New Customer Journey

Looking to grow sales and market share, Eldon recognized the market shift towards more individualized solutions. The company wanted to find an edge by offering customized solutions faster and more cost-effectively than the competition. Eldon teamed up with Tacton to capitalize on the opportunity.

"Tacton is an extremely powerful tool that brings us closer to our customers by offering customised solutions quickly and cost effectively."

—Mats Toftebrant, Eldon

Eldon literally means “devices for electricity”. A fitting name for a manufacturer of enclosures designed to protect vital and highly sensitive electrical components.

Founded in 1922 in Nässjö, Sweden, the company rose to prominence thanks to a series of ground-breaking innovations including electric heaters, switchgear and battery-powered radios.

Mats Toftebrant, CIO at Eldon notes, *“The lion’s share of our sales comes from standard products, but it’s often our ability to offer customized solutions that win us new business.”* He continues, *“Sometimes customers want everything fully assembled prior to delivery, while at other times they may want the parts delivered as a kit. Add to this any customer-specific fabrication needs, such as non-standard cabinet dimensions or pre-drilled holes for cabling and the complexity starts to mount.”*

Hight time for change

Today, customized products account for about 20% of Eldon’s sales, a share that is growing every year. While this is welcome in terms of opportunity and growth, it also brings productivity issues. With limited re-use of previously performed work, Eldon found that too much time and resources were going into custom quotations.

Changes were needed. Not only to meet specific customer needs from a product point of view but also to ensure that quotes could be delivered quickly and

without incurring too much cost. With Eldon’s customers increasingly expecting a similar buying experience for both standard and customized products, it was clear that the company needed a better way to manage one-off orders.

A more effective way to offer custom solutions

So in 2015, Eldon kicked-off a major initiative called EQS, or the “Eldon Quotation Solution”. The broad goal was to make Eldon more modern, responsive and efficient.

At the time, Eldon was already using Tacton software in its engineering department. TactonWorks had been linked up with the SolidWorks CAD solution a few years earlier to provide design and drawing automation and had proven its worth. However, the choice to go with Tacton CPQ for the EQS project was made independently and came down to Tacton’s state-of-the-art configuration technology and modeling capabilities.

Implementation and integration

The rollout sequence was a critical decision for Eldon. Mats Toftebrant explains, *“We wanted to go live with the quotation solution for all products at the same*





time to make sure our salesforce started using the system from day one.”

To achieve this, Eldon decided to start with a generic model. The idea was to develop a basic solution, but at the same time, one where all products in the portfolio could be quoted in Tacton CPQ. An improved model, called the “family model” was then developed to include logic for how products and accessories fit together. This work was carried out after the initial go-live and also included other refinements such as the introduction of product images and tips and hints for less experienced users.

Eldon did have a set of very specific functional requirements that required some system modification. One example was the ability to quote prices for multiple order quantities in the same quotation. Mats comments, *“We had a very clear idea of how we wanted to manage this. While we wanted to make sure we were self-sufficient in terms of maintaining the configuration models and ongoing system support, we decided to use Tacton for the customizations.”*

A modern quotation solution that supports the business

Toftebrant says, *“The Quotation Solution is used across the business and in all markets. It ensures quality and accuracy because we know with certainty that the different components fit together and can be manufactured. Our process is much more rigorous today and our orders are accurate and error-free. As well as this, our quotation documents are now much more*

professional looking, which is great for our brand. The organization simply loves it!”

At the same time, Tacton Works has also had a major impact on Eldon’s design process. Toftebrant explains, *“Before we implemented Tacton Works, our engineers would often spend 6-7 hours just to customize a drawing. Today this can often be done in minutes.”*

Ambitious plans for the future

Despite all the progress, Toftebrant and his team are far from finished. The company is currently focusing on providing customer access to Tacton CPQ, a project that is due to be rolled out in the next couple of months. This will allow Eldon’s customers to configure their own enclosures and get pricing in real-time as they configure. Toftebrant says, *“This is the direction the market is moving in, so we absolutely must be at the forefront of it.”*

He continues, *“The scope for what is possible with Tacton is just so big. Our vision is for every configuration to start in Tacton CPQ and then automatically be transferred to Tacton Works. This will remove the need for any re-entry of configuration data. We’re not there yet, but it’s where we’re going.”*

He concludes, *“Tacton is an extremely powerful tool that brings us closer to our customers by offering customized solutions quickly and cost-effectively”*

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.