


Case Study

Fast and Accurate Orders with CPQ

German custom pump manufacturer Hilge worked with Tacton to streamline its customer quotation process. Focusing on fast and accurate quotes, Hilge searched for a Configure, Price, Quote (CPQ) solution that would meet the needs of both of their sales and engineering teams' needs.

The 3D-models and drawings required in customer quotations are now produced in 10-15 minutes instead of several days. As a result, sales can be much more responsive, while the design department is freed up to focus on product development instead of supporting sales.



Background

Hilge GmbH & Co. KG, a German manufacturer of centrifugal and rotary lobe pumps, is a subsidiary of the Danish conglomerate, Grundfos. Hilge serves the areas of food technology, pharmaceutical, and biotechnology, as well as industrial applications around the world.

Hilge's products have many variants and every quotation must be precisely specified. Their customers expect drawings and 3D models. To ensure that the engineering knowledge will be kept in the company, Hilge used to use a special 3D model during the sales process, which required one to three days of design work for each quotation. Hilge felt this was too long and needed a way to complete the quotations and get them to the customers quicker.

The solution

In October 2010, Hilge chose Tacton Design Automation as the system that best met their requirements. Hilge gave real CAD models to (Tacton partner) Lino GmbH, who prepared them for the configuration pilot project.

After a few days of training, Hilge implemented the quotation design for the new generation of rotary lobe pumps in Tacton Design Automation in just a few months.

The implementation was so favorable that designers from other product groups daily ask when their products will be converted. Grundfos is also taking a great interest in the new design automation solution their German subsidiary brought about.

Benefits achieved

- Quotes now meet the customers' expectations of customized dimensional drawings and 3D models while protecting proprietary knowledge.
- Tasks that took up to three days are now completed in just 10 to 15 minutes.
- Increased standardization; approximately 80% of all Hilge's tasks can now be performed using Tacton Design Automation.
- Reduced workload in the design department and more time to focus on what they do best- product development.
- Harmonized entire business processes by linking the quotation and design automation process with the company's IT systems.



About Hilge

Hilge GmbH & Co. KG, based in Bodenheim, Germany, is one of the world's leading manufacturers of high-quality hygienic design stainless steel pumps for the beverage, food, pharmacy and biochemistry industries. It is fully integrated into the Danish Grundfos Group. Hilge is a synonym for quality and safety since 1862. Read more at www.hilge.com

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.