



HMF Cranes

simplifies complex machinery
sales with **Tacton CPQ**

Introduction

HMF Group is one of the world's leading manufacturers of truck-mounted cranes. Their cranes are used by a wide range of industries, including construction, transport and logistics, and infrastructure.

With headquarters in Denmark, HMF is represented around the world through subsidiaries, sales, and service partners. With more than 500 employees and sales in 35 countries, HMF is passionate about providing powerful and reliable cranes.

HMF's success is based on being innovative, leveraging new solutions and working with a global network of sales and service partners. One of the solutions HMF is utilizing to help their quoting and ordering process is Tacton Configure, Price, Quote (CPQ).

The search for easier quoting process

When buying a truck-mounted crane from HMF or one of their distributors, a lot goes into the process. These products are a significant investment, and complexity adds up fast with product options and accessories.

The product complexity can make the quoting process a challenge as Alicia Vivier Brockhoff, Product Manager at HMF notes:

“We work with complex configured products. When you buy a crane, you must make a lot of choices. If you choose one option, you may not be able to choose another. This makes quoting difficult unless you know the product very well.”

A big challenge when offering these products is mistakes in the quoting process. In some situations, products could be offered to customers, and that particular product wouldn't be feasible. This would lead to rework and keep the customers waiting. These challenges lead HMF to search for a solution that would help them configure accurately, fast, and make it easier to onboard new distributors and internal sales representatives.

Implementation and user adoption

HMF began their implementation process in January of 2022, with an ambitious goal to be finished by the summer holidays. With help from cpq.se, HMF started implementation with their subsidiaries who were excited to work with the new solution. Using quotes that would be relevant to the distributor, HMF made it easy for them to understand and eventually deploy.

This process was exciting for both HMF and their distributors. The users were very satisfied with the user experience and user friendliness of the CPQ. The flexible solution helped make it easier to create customized quotes and documents. An exciting quoting experience was just the start of the positive results HMF would see with Tacton.



Results

A lot has changed for HMF since implementing Tacton CPQ. Now every quote a sales representative or distributor makes is correct and valid. Before CPQ the teams would struggle with incorrect quotes either with missing parts or solutions, no longer in the crane portfolio.

CPQ has also enabled HMF to save time during their quoting process. Sales no longer needs to configure the product in their ERP system or Excel sheets; they do it directly from Tacton CPQ.

Communication between HMF and their distributors also became easier. Before CPQ, the process entailed emails back and forth to verify product designs and pricing, now the entire process is handled in CPQ for quicker and easier communication.

Tacton also enables a smooth customer journey because sellers have access from anywhere which makes creating custom quotes when visiting customers even easier. This gives both the seller and buyer confidence that the product will be quoted correctly and delivered on time.

Onboarding new employees also became faster with Tacton. Without CPQ it was a time-consuming process to teach new employees the intricacies of the product, as this would be an error-prone learning process. Now with Tacton it's easier to train new employees with the new system, and it gives them responsibility to configure a crane with the knowledge that it'll be correct.

With the changing economy, pricing is also an important factor for HMF in selling their cranes. With Tacton, keeping up to date with the latest prices is easy and always accurate.

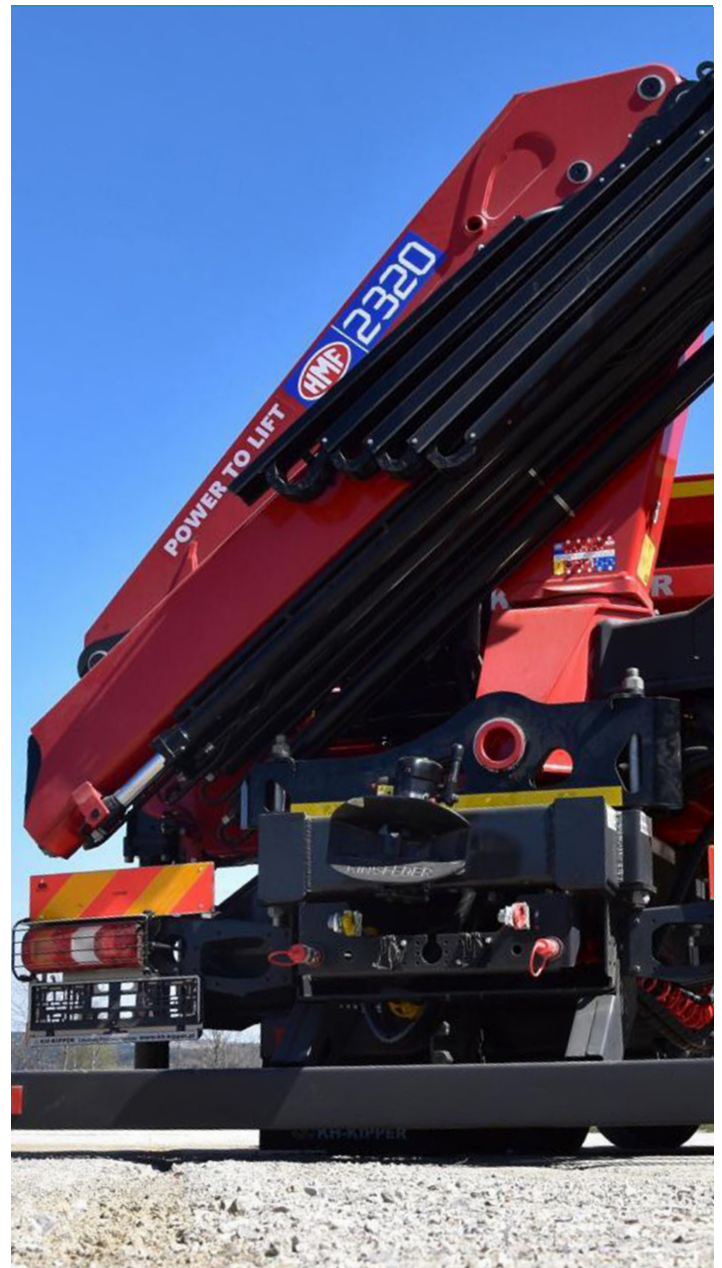
As Alicia Vivier Brockhoff notes:

“It’s easier to be a customer and an HMF distributor. It’s easier for us to implement new products and train new salespeople. There are a lot of great benefits”

In closing

HMF is among the leading companies in the transport industry with safe, high-quality truck-mounted cranes. The company strives to be the industry’s first choice supplier and service partner. With a changing economy and buying landscape, HMF turned to Tacton to get help with its vision.

With the help of cpq.se and Tacton, HMF was able to quickly plan, implement and roll out CPQ to help drive sales and make quoting easier. These changes are propelling HMF forward to be a leading crane manufacturer across the globe.



Headquarters:

Stockholm

*Klara Norra Kyrkogata 33 SE-111 22
Stockholm Sweden
+46 8 690 07 50*

Chicago

*515 North State St. Floor 12
Chicago IL 60654, USA
+1 312 721 1099*

Regional Offices:

Karlsruhe

*Wachhausstrasse 1, 76227
Karlsruhe, Germany
+49 721 350 5290*

Tokyo

*Ginza Six 6-10-1 Ginza
Chuoku Tokyo, 1040061*

Warsaw

*Sienna 39 00-121
Warsaw, Poland*



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 Leader 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.