



Infor Configure Price Quote for agriculture equipment manufacturing

Manage complexity

Like nearly every agriculture equipment manufacturer, your business is under constant pressure. On the demand side, you face long-standing issues such as cyclical and seasonal demand. You must also address the challenges from new international competitors on your home turf, and be able to position your company to exploit potential growth opportunities overseas. On the supply side, price fluctuations of steel and other materials challenge your bottom line. You also have to develop innovative products to meet the demands of new market segments, while supporting traditional customers in their pursuit of higher crop yields, enhanced safety, and reduced environmental impact.

It's a complex, capital-intensive business and to keep up, you need to make your internal operations and sales more efficient and cost-effective. Infor® Configure Price Quote (CPQ) gives you the capabilities you need to manage the complexities inherent in manufacturing agriculture equipment, so you can increase revenue, reduce costs, and strengthen your brand.

Increase sales

With Infor CPQ, your sales channel will gain powerful capabilities letting you increase the business you quote and the orders you win. Everyone selling your products will have the tools to quickly and easily find the exact product configuration that meets a customer's specific requirements.

Boost sales performance. Significantly reduce the learning curve for new sales reps, so they can demonstrate the deep product knowledge that customers expect. You'll be able to create a streamlined selling approach to successfully guide buyers through all options—allowing you to attain a higher quote-to-order ratio.

Make it easy for distributors. With Infor CPQ, it's easy for sales reps at distributors or dealers to quote their own product and service add-ons and present a single integrated quote to the customer. They'll be able to use

a 24X7, self-service, online order configuration and management system to reach more customers and deliver a better combination of products and services.

Help customers visualize their order. With Infor CPQ, your sales channel gains powerful visualization tools letting customers see realistic images of their available options and their final order for swift approval. Dealer and distributor reps can also display relevant product information to aid selection.

Better manage product innovation. Quickly and efficiently develop new products that meet increased customer demand for technologically advanced agriculture equipment, as well as for emerging opportunities in new market segments. Deliver new products, options, and pricing details electronically and according to your exact plan. At any time, you can roll out minor product and price changes to reflect innovations and updated sales strategies.

Upsell more effectively. Give your sales channel new tools to help it offer high-margin options that improve the profit-per-sale. As the order is being configured, even new reps will be able to see the projected profit and make timely suggestions that meet margin objectives.

Reduce costs

With Infor CPQ, you can reduce costs and speed sales by improving order accuracy, increasing manufacturing efficiency, and streamlining material costs management.

Deliver the perfect order. With Infor CPQ, customers can visually confirm the equipment configuration during the order process, so you can be confident the specifications you submit to manufacturing reflect the exact configuration and arrive on time, at the expected costs. You'll be able to produce the perfect order and avoid the added time, effort, cost, and customer frustration caused by delivering the wrong product.

Automate manufacturing instructions. Infor CPQ creates bills of materials (BOM) and manufacturing instructions dynamically, and can store these instructions with production orders in your ERP system. The system can also generate 2D drawings and 3D models to clearly show the shop floor what to build, thereby increasing yield and reducing scrap. This can eliminate errors that creep into even well-run manufacturing operations.

Reduce labor requirements. You'll be able to create a rules-based BOM process that avoids the time-intensive creation of thousands of configured part numbers. Because the manufacturing instructions need to be recorded only once, you can introduce product innovations more quickly. Since pricing, product descriptions, and configuration details are built into the sales interface, you won't need to produce price books or rekey orders into your ERP system.

Strengthen your brand

Differentiate your company from your competitors by using Infor CPQ to shorten cycle times, increase order accuracy, and expand the ability of dealers and distributors to provide higher-value customer support. You'll make the ordering process smooth and hassle-free for sales reps and their customers, while increasing the efficiency and accuracy of complex internal processes to deliver exactly what was ordered—on time.

Innovate faster. You'll strengthen your brand when customers see you offer more technical innovation than your competition. With Infor CPQ, you'll be able to speed up the pace of innovation by freeing engineers and other technical professionals from the selling process. Instead of low-value-add, repetitive selling assistance, they can focus on more strategic projects.

Create a consistent buying experience. Customers may interact with a wide variety of people during the ordering process. Whether browsing online, picking features on a distributor's tablet, or on the phone with customer service, they see your products represented the same way, every time. When buyers see your sales and customer service teams working together, they'll be reassured of your quality and consistency.

Deliver quality. Inaccurate or late orders will send customers to competitors. With Infor CPQ, you can attain the same level of quality and consistency for configured agriculture equipment that customers typically expect from lower-cost, mass-produced products. First, you'll be able to perfectly capture customer requirements and present them visually for fast approval. You'll also be able to automatically create the BOM and manufacturing instructions for each product and send them directly into your ERP system.

With Infor Configure Price Quote for agriculture equipment manufacturing, you'll be able to increase sales, reduce costs, and differentiate your brand.



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