Infor Product Configuration Management for Marine Sales and Manufacturing

Thrive on complexity

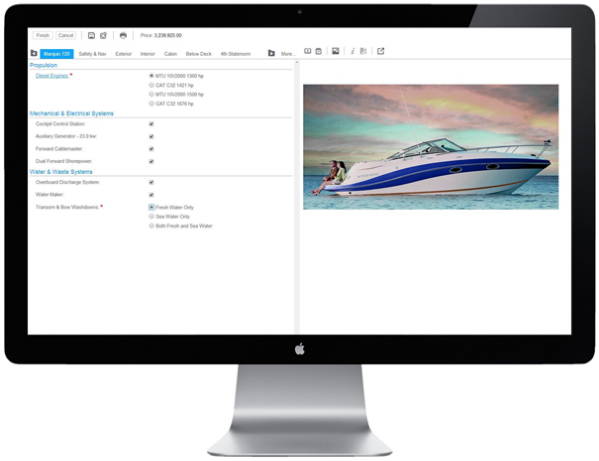
Manufacturing and selling boats and yachts offers some unique business challenges. Providing customers with a product that is designed principally for their enjoyment might seem like an easy sell, but it's not. It's a complex undertaking, requiring you to manage hundreds—and often thousands—of unique customer options and configurations, materials, manufacturing processes, and relationships with dealers. With Infor® Product Configuration Management (PCM), you'll be able to thrive on this complexity. You'll be able to produce high-quality boats and work efficiently with dealers to deliver a consistently positive customer experience.

Increase sales

Infor PCM gives your sales force, dealers, and distributors powerful capabilities to address all of your customers' specific requirements. Your sales team will have the tools they need to quickly and easily find the exact configuration that meets a customer's requirements—giving you an advantage over your competitors.

Boost sales performance. Infor PCM can significantly reduce the learning curve for new sales reps so they can quickly attain better quote-to-order ratios. You'll be able to capture the best sales strategies of your experienced sales reps and share them with less experienced sales reps so they learn how to successfully guide a buyer through hundreds of options and make the sale.

Make selling easier for dealers. Infor PCM makes it easier for your dealers and distributors to present a single comprehensive quote together with your boat and their own product add-ons and services. You'll become the easiest brand for them to sell. As a result, they'll help you reach more customers and deliver a better combination of products and services.



Help customers visualize their boats. Infor PCM gives your sales team visualization tools for the ordering process so customers can see realistic images of the hull and interior as they make style and accessory choices. By enhancing their buying experience with personalized renderings of the final product, you'll be able to enhance your sales.

Better manage model-year transitions. Infor PCM helps you more quickly and efficiently manage new model-year transitions. You can roll out new models and product features, and price books electronically—exactly according to your plans. Responding to new innovations and updated sales strategies is no problem. With Infor PCM, you can meet competitive pressures by continuously rolling out minor product improvements and pricing changes throughout the year.

Upsell more effectively. Sales reps get tools to help them offer high-margin accessories and features that improve profit-per-sale. As the order is being configured, reps will be able to see the projected profit so they can make suggestions that meet your overall margin objectives as well as your customer's requirements.

Reduce costs

With Infor PCM, you can reduce costs by improving order accuracy, automatically generating sales and manufacturing documents, and decreasing manual input.

Deliver the perfect boat. You'll be able to make sure your customers have made all of the choices they need to make, and the order you turn over to manufacturing will be produced to the exact configuration, on time, and at the expected cost. By delivering the perfect order, you'll avoid the time, effort, cost, and customer frustration caused by delivering the wrong product.

Automate manufacturing instructions. Dynamically create bills of materials and manufacturing instructions, and integrate with your ERP system to store these instructions with the production orders. You can also have the system generate 2D drawings and 3D models of boats and sub-assemblies to clearly show the shop floor what to build. These dynamic instructions and drawings can eliminate a substantial number of errors that can creep into even a well-run manufacturing process.

Reduce labor requirements. Dramatically reduce the labor required to fulfill an order with Infor PCM. Use a rules-based approach to avoid labor-intensive creation of thousands—or even millions—of "star parts" with all of the combinations of choices for your products. Because price changes will flow through the system to the dealers, you can eliminate the effort to produce price books. And, you won't need to rekey orders into your ERP system after they were already configured in the quote system.

Differentiate your brand

With Infor PCM, you'll have the tools you need to differentiate your company from your competitors. You'll be able to make the ordering process smooth and enjoyable for your customers, and increase the efficiency and accuracy of your internal processes so you deliver exactly what your customer ordered—on time.

Innovate faster. Customers have a higher regard for manufacturers that offer fresh innovative features that clearly meet their needs better than a competitor's offerings. Infor PCM helps you speed up the pace of innovation by freeing your engineers from the selling process. This liberates your engineers from low-value-add, repetitive selling assistance, so they can focus on high-value-add product innovation. Customers can complete the buying process faster because they don't have to wait for an engineer to evaluate their special requests.

Create a consistent buying experience. Boat buyers may interact with a wide variety of people on your sales team as they are making their order decisions. They could be exploring options online; picking out features on an iPad® while sitting with a dealer on a yacht; or talking with a manufacturer sales rep on the phone. No matter the touch-point, Infor PCM makes sure that your products are represented the same way every time. Buyers will be reassured when they can see your sales reps, dealers, and customer service staff working together during the sale. Knowing that the quality of your products extends to after-sales service will offer your buyers further assurance.

Deliver quality. Customers switch brands when they don't get the product they ordered on time and exactly the way they ordered it. Infor PCM makes it possible to fulfill the same level of quality for highly configured boats and yachts that customers expect from off-the-shelf products. Infor PCM perfectly captures your customer's requirements and then presents them so your customer can easily confirm that you know what they want. Next, PCM automates the creation of the bill of materials and manufacturing instructions to build each product, sending them directly to the ERP system to manufacture.

With Infor Product Configuration Management for Marine Sales and Manufacturing, you get the tools you need to increase your sales, reduce your costs, and differentiate your brand.

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About Infor

Infor is fundamentally changing the way information is published and consumed in the enterprise, helping 70,000 customers in more than 200 countries and territories improve operations, drive growth, and quickly adapt to changes in business demands. To learn more about Infor, please visit www.infor.com.

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