Customer Profile

The Gorman-Rupp Company increases sales and distributor loyalty with Infor Product Configuration Management

Facts at a glance

Products: Infor® Sales Portal, Infor Product Configurator, Infor Document Automation
Industry: Equipment
Country: US

"Since custom products represent a large portion of our business, making it easy for our distributors to order configured products online has helped us increase sales."

—Tom Seymour, director of sales and marketing, Gorman-Rupp

About the company

The Gorman-Rupp Company is a leading manufacturer of pumps and pumping systems for the municipal, water, wastewater, sewage, industrial, construction, petroleum, fire, and OEM markets. In addition, Gorman-Rupp manufactures a complete line of packaged lift stations and booster stations, which include pumps, motors, controls, piping, accessories, and enclosures. Headquartered in Mansfield, Ohio, The Gorman-Rupp Company has eight manufacturing locations in the United States and Canada with over one million square feet of floor space. To learn more, visit www.gormanrupp.com.

Challenges

- Increase new product sales and reinforce distributor loyalty with a system that provides 24x7 self-service online order configuration, placement, status inquiry, and information access.
- Reduce the load on customer service by making highly configurable products easy to order.
- Expand the service parts business by simplifying the process to identify and order the correct part and other parts related to it.
- Implement a solution that is easily tailored to meet evolving needs over time.
- Decrease the lead time to provide a quotation for highly engineered systems.

Benefits

- Increased sales and received a signicant percentage of all orders online by deploying an easy-to-use, 24x7 self-service order configuration and management system to 1,000 distributors and 3,000 users.
- Significantly reduced the load on customer service with a smooth online ordering process, fewer errors, and fewer status inquiry calls.
- Increased the frequency and size of service parts orders with a streamlined process tied into online maintenance manuals.
- Ensured continued growth by giving authorized users online access to new product announcements, specification sheets and drawings.

"For Gorman-Rupp's highly engineered system proposals, Infor Document Automation reduced the time to create an accurate, complete proposal document from 3 weeks to 15 minutes."

—Pat Wischmeier, director of information services, Gorman-Rupp

641 Avenue of the Americas New York, NY 10011 800-260-2640 infor.com

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