



Customer Snapshot

Seneca improves B2B and B2C buying experience with Infor Product Configurator



Facts at a glance

Product: Infor® Product Configurator, Microsoft Dynamics AX

Industry: High Tech

Country: US

“Implementing product changes is fast and easy with Infor Product Configurator’s visual configuration model maintenance and powerful rules capabilities. We manage our daily flow of new product introductions, component changes, and end-of-life processes much more efficiently.”

—Walter Kolodziey, Director of Information Technology, Seneca

About the company

Seneca is a premier custom computer manufacturer, remanufacturer, and value-added technology distributor with more than 30 years of experience. Through a commitment to the total technology lifecycle, Seneca delivers scalable solutions backed by a complete service offering. Proven expertise in engineering, manufacturing, and reverse logistics makes Seneca the trusted source for organizations looking to shorten time to market, decrease project risk, and maximize asset value. To learn more, visit www.senecadata.com.

Challenges

- Tailor the configuration, ordering, and buying experience for a broad audience of business-to-business (B2B) and business-to-consumer (B2C) customers.
- Allow configure-price-quote, order entry, and status inquiry capabilities for B2B sales partners, and facilitate self-service B2C buying for targeted customers.
- Simplify and accelerate the configuration process of technology products.
- Reduce complexity of product and pricing rules maintenance for a dynamic product mix.
- Implement a single product configurator for the company’s enterprise resource planning system, and for several web-based sales and e-commerce applications.

Benefits

- Provided a self-service, always available quote and order entry portal for partners.
- Deployed a tailored site for smaller B2B partners and an e-commerce site for B2C customers.
- Provided faster, better, more intuitive quotes and order entry.
- Simplified and consolidated disparate systems into one solution handling all configured product sales.
- Immediately effected client-facing changes in all systems by streamlining product and pricing rules maintenance.

“With Infor Product Configurator, we have exactly what we need: a single, intuitive, and accurate product configurator, easily maintained product and pricing rules, and web applications we can tailor to customer needs.”

—Walter Kolodziey, Director of Information Technology, Seneca

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