



Infor Configure Price Quote for medical device manufacturing

Manage complexity and risk

In medical device manufacturing, nearly everything you do is complex, high risk—or both. Your products are sophisticated and constantly changing. Your selling process changes each year as your distribution channel evolves to include new, powerful purchasing groups and other challenges. There are strict government regulations for your operations and new product approvals that are complex and high-risk challenges. There's also ongoing risk from product liability, patent, and intellectual property issues.

Medical device manufacturers can only survive over the long term if they find ways to efficiently manage the complexity and risk that's inherent in this type of manufacturing. With Infor® Configure Price Quote (CPQ), you get capabilities to streamline quoting, selling, manufacturing, and other business processes so your company can thrive.

Increase sales

With Infor CPQ software for medical device manufacturers, your sales force and distribution channel will get powerful capabilities to effectively address the specific requirements of individual customers and large purchasing groups. Everyone selling your products will have the tools they need to quickly and easily find the exact product features that meet customer requirements.

Boost sales performance. Infor CPQ 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 their knowledge of medical device manufacturing, so less experienced sales people learn how to successfully guide a buyer through all the options and ultimately make the sale.

Make it easy for distributors. With Infor CPQ, you get the help you need to become the easiest device manufacturer to work with. Your distributors will be able to quote their own product add-ons and services so

they can present a single, integrated quote to the customer. This will put you and your distributors in a better position to be the provider of choice for powerful purchasing groups and individual customers.

Help customers visualize their orders. Infor CPQ gives your sales team visualization tools to use in the ordering process so customers see realistic images of the final product. This will enhance the buying experience for customers and enhance your sales.

Better manage product transitions. Infor CPQ helps you quickly and efficiently manage transitions to new offerings as older products become obsolete. You can roll out major product introductions or minor improvements to existing products easily and according to your exact plan. You can also roll out price changes at any time to incorporate new products or features, or adapt to new sales strategies.

Upsell more effectively. Sales reps receive tools to help them offer high-margin options that improve the profit-per-sale. During the sales cycle, reps will be able to see the projected profit so they can make suggestions that meet your overall margin objectives, as well as the customer's requirements.

Reduce costs

With Infor CPQ, you can better respond to the cost pressure of buying groups and insurance companies. You'll have the tools you need to accelerate and streamline your sales processes by improving order accuracy, automatically generating sales documents, and decreasing manual input.

Deliver the perfect order. With Infor CPQ, you'll be able to ensure that customers have made all the choices they need and that the order you submit to your manufacturing team reflects the exact configuration requested, is on time, and delivers the expected costs. Use Infor CPQ to help produce the perfect order and you'll avoid the time, effort, cost, and customer frustration caused by delivering the wrong product.

Automate manufacturing instructions. Infor CPQ dynamically creates bills of materials (BOM) and manufacturing instructions on the fly, and can integrate with your ERP system to store these instructions with production orders. You can also have the system generate 2D drawings and 3D models of products and assemblies to clearly show your production team what to build. These dynamic instructions and drawings can eliminate errors that can creep into even the most well-run production process.

Strengthen your brand

With Infor CPQ, you'll be able to differentiate your company from your competitors. You'll be able to make the ordering process smooth and enjoyable for customers, and increase the efficiency and accuracy of your internal processes, so you deliver exactly what the customer ordered—on time. Your sales channel will be able to win more contracts and generate repeat business.

Innovate faster. Infor CPQ can help you overcome the unique product development challenges of the medical device industry. You'll be able to speed up the pace of innovation by freeing up engineers and designers from the selling process. By freeing them from repetitive selling assistance, they'll be able to focus more time on developing sophisticated new products that can get timely regulatory approval, so you keep up with the rapid pace of obsolescence.

Create a consistent buying experience. Customers may interact with a wide variety of people on your extended sales team as they're making their order decisions. Whether they're exploring on the web, selecting features on an iPad® while standing with a sales rep, or talking on the phone with a customer service rep, Infor CPQ makes sure your products are represented exactly the same way, every time. Buyers will be reassured when they see your sales and customer-service teams working together during the sale. They'll also be reassured knowing that the quality of your products will extend to the service they'll receive after they buy.

Deliver quality. Customers switch companies when they don't get the product they ordered on time, in the exact configuration they specified, and at a competitive price. Infor CPQ makes it possible to attain the same level of quality for your medical devices that customers expect from less complex off-the-shelf products. It takes a two-prong approach. First, Infor CPQ perfectly captures the requirements and presents them so the customer can easily confirm that you know what they want. Second, Infor CPQ automates the creation of a BOM and the instructions to build each product, sending it directly into the ERP system for production.

Infor Configure Price Quote for medical device companies provides tools that help you win more contracts, reduce costs, and strengthen your brand.



Gold
Channel Partner



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

Godlan, Inc.
15399 Canal Road
Clinton Township, MI 48038
586-464-4400
info@godlan.com
www.Godlan.com

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