



# Infor Configure Price Quote for pump and meter manufacturing

## Manage complexity

For manufacturers of configured pumps, meters, or other material handling systems, one word describes your business best—complexity. Your product line is intricate. Nearly every customer wants you to fulfill a unique set of requirements from thousands of variables—like flow, diameter, fittings, shape, mountings, and controls. Your distribution channel is also multifaceted. In addition, your internal operations are complex. Production equipment and processes become more sophisticated each year, which means you need a highly skilled workforce that can keep pace.

There's only one way to keep up, and that's to find ways to streamline processes and simplify business complexities. Infor® Configure Price Quote (CPQ) gives you capabilities to manage the complexities inherent in manufacturing configured pumps and meters, so you increase sales, reduce costs, and strengthen your brand.

## Increase sales

Infor CPQ gives your salesforce and distribution channel the powerful capabilities they need to increase the business you quote and the orders you win. Everyone selling your products will have the tools they need to quickly and easily find the exact product configuration that meets customer requirements.

**Boost sales performance.** Significantly reduce the learning curve for new sales reps, so they can demonstrate the engineering knowledge about your products that customers expect. With Infor CPQ, you'll be able to create a streamlined selling approach to successfully guide a buyer through all the options and help you attain a better quote-to-order ratio.

**Make it easy for distributors.** Make it easy for distributors to quote their own product and service add-ons, so they can present a single integrated quote to their customers.

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.** Give your sales team visualization tools to use in the quoting process, which allows customers to see realistic images of the available options and their final order. Sales reps also will be able to display other relevant product information to aid the selection process.

**Better manage product innovation.** Quickly and efficiently develop new products to meet marketplace demands for technical innovation. You can roll out new products, options, and pricing electronically, according to your exact plan. You can also roll out minor new product and price changes at any time to incorporate new innovations 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. As the order is configured, even new reps are able to see the projected profit, so they can make timely suggestions to meet overall margin objections and fulfill customer requirements.

## Reduce costs

With Infor CPQ, you can reduce costs and accelerate sales by increasing order accuracy, better utilizing your equipment, and better managing material costs.

**Deliver the perfect order.** Customers can visually confirm the configured pump or meter during the order process, so you'll be confident the order you submit to manufacturing reflects the customer's exact configuration, 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.** Create bills of materials (BOMs) and production instructions dynamically, and integrate with your ERP system to store these instructions with production orders. Generate 2D drawings and 3D models of products to clearly show the shop floor what to build, thereby increasing yield and reducing scrap. These dynamic instructions and drawings can help eliminate errors that can taint even the most well-run manufacturing operations.

**Reduce labor requirements.** Dramatically reduce the labor required to fulfill an order. You'll be able to create a rules-based bill of materials process to avoid the labor-intensive creation of thousands or even millions of configured part numbers. Because the manufacturing instructions are recorded only once, you can introduce product innovations faster. In addition, pricing and product descriptions are part of the Infor CPQ sales interface, so price books production is unnecessary. And you won't need to rekey orders into your ERP system since they were already configured in the quote system.

## Strengthen your brand

With Infor CPQ, you'll compete better by shortening cycle times, increasing order accuracy, and enabling distributors to provide more high-value consultative support to customers. New tools make customer ordering smooth and hassle-free, while increasing process efficiency and accuracy. You can deliver an exact order—on time.

**Innovate faster.** Your brand is strengthened when you offer more technical innovations than competitors. Infor CPQ helps you control research and development costs and accelerate the pace of innovation by freeing engineers and other technical professionals from the selling process. They can instead focus on higher-value contributions to your business.

**Create a consistent buying experience.** Customers may interact with a wide variety of people on your extended sales team during the ordering process. Whether customers are exploring online, choosing features on a tablet with distributors, or speaking via phone with customer service, Infor CPQ represents products the same way, every time. When your sales and customer services teams work together, customers are reassured of your company's quality.

**Deliver quality.** Delayed or inaccurate deliverables may drive customers to competitors. Infor CPQ helps bring the same high quality for configured pumps and meters that customers expect from mass-produced products. First, Infor CPQ perfectly captures the requirements and presents them for customer approval. It also automatically creates the bill of materials and manufacturing instructions for building each product, which is sent directly into the ERP for production.

Companies that specialize in manufacturing configured material handling equipment like pumps and meters can use Infor CPQ to increase sales, reduce costs, and differentiate their 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

## About Infor

Infor is fundamentally changing the way information is published and consumed in the enterprise, helping 73,000 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](http://www.infor.com).

Copyright© 2015 Infor. All rights reserved. The word and design marks set forth herein are trademarks and/or registered trademarks of Infor and/or related affiliates and subsidiaries. All other trademarks listed herein are the property of their respective owners. This document is provided for informational purposes only and does not constitute a commitment to you in any way. The information, products and services described herein are subject to change at any time without notice. [www.infor.com](http://www.infor.com).  
INF-1462333-EN-US-0315-1