

SA Baxter Selects Configure One to Improve Its CPQ Process

As a top provider of CPQ (configure, price, quote) software, Configure One is the newly chosen partner of a leading architecture hardware maker.

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After conducting extensive research on options, designer and manufacturer of architectural hardware SA Baxter has selected a program from [Configure One™](http://www.configureone.com)

(<http://www.configureone.com>) to meet its configure, price, quote (CPQ) needs. By using Concept Enterprise Product Configurator®, SA Baxter hopes to improve its systems and processes.



"Our goal is to streamline the entire quote-to-production process," said Matthew Pober, COO at SA Baxter. "Currently, it's very time-consuming and relies on a lot of product knowledge to generate a quote."

The way the new integration will work is that SA Baxter users will have two options: Activate Concept via a "Quote" tab and the "Add Quote" button on NetSuite's Opportunity screen, or choose the "Configure" button on the NetSuite Quote screen. Doing so will activate Concept, which walks users through configuration. "We are determining which scenario fits our needs," said Pober. "Concept gives us the flexibility to choose the best scenario for our business."

While SA Baxter took its time considering options, Configure One made the process a little easier by meeting all of the architectural hardware company's requirements. "Initially, Configure One showed us a standard demonstration using data from a customer in a related industry, but then they provided a custom demo so we could see exactly how Concept will work in our environment," said Becca Tramiel, Manager of Marketing and Public Relations.

"We are pleased to add yet another NetSuite user to our growing list of manufacturing customers," said David Ray, the Enterprise Architect Manager at Configure One, in charge of the standard integration to NetSuite. "Our management team has always recognized that product configuration and quotation software is only part of the overall quote-to-production process. Over the years, we have worked with NetSuite to develop a standard integration that provides our joint customers with a seamless connection between the two products."

A prominent creator of both custom and semi-custom architectural hardware for elite residences and buildings, SA Baxter offers its clients a way to customize its more than 200 distinct hardware designs with various finishes and alloys. The firm also gives clients the opportunity to make custom hardware for doors, windows or even cabinets.

As part of its business processes, the firm has long been using NetSuite®, which is why it wanted a CPQ solution that would easily integrate with the software.

“We didn’t want to be in the business of creating a custom interface with all the inherent costs and headaches,” said Tramiel. “A standard integration with NetSuite was an essential requirement and a critical part of our evaluation process. The fact that Configure One is a premier SuiteFlex application partner gave us further reassurance that Concept was the right option.”

About Configure One

Configure One is a leading provider of web-based product configurator and CPQ (configure, price, quote) software. Configure One’s Concept Enterprise Product Configurator® is an enterprise CPQ application that enables companies to efficiently sell and process orders for configurable, multi-option, and customizable products and services. Configure One’s customers are able to increase revenues while reducing costs by automating much of the sales, order entry and engineering processes. Customers include industry leaders such as ABB, Alstom, Emerson Electric, Danaher, Dover Corporation, Dow Corning, General Dynamics, ITW (Illinois Tool Works), Leggett & Platt, Masonite Corporation, Mitsubishi, Otis Elevator, SPX Corporation, Stanley Black & Decker, and Sumitomo.

About SA Baxter Architectural Hardware

SA Baxter (www.sabaxter.com) is known for its high-end architectural design, producing the exquisite hardware that adorns the most luxurious homes and businesses worldwide. In a time of mass production, the company has revived a lost art form and is making fully customized hardware by hand in the industry's widest selection of finishes and alloys. The stunning complexity of SA Baxter hardware, which has been awarded the industry's top design award, places the company at the forefront of architectural design.

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