



# Wagstaff Manufacturing Chooses Configure One CPQ Software

*Known around the world for its Web-based product configurator and configure, price, quote software, Configure One™ is the newly chosen partner of Wagstaff, Inc.*

OAK BROOK, IL, USA, August 5, 2014 /EINPresswire.com/ -- After an involved investigation of various configurator software solutions, Wagstaff, Inc. has selected [Configure One's](#) Concept Enterprise Product Configurator® as the technology to support its configure, price, quote process. A global company with products in place in over 50 countries around the world, Wagstaff needed a solution that would integrate easily with its existing Microsoft Dynamics CRM and JD Edwards ERP, as well as one that would support its national and international quote process.

"Configure One was the only vendor that met all of our requirements," said Lee Swartling, Vice President of Sales & Marketing at Wagstaff. "We want[ed] to reduce the time it takes to create a proposal, but [we] also [wanted] to give our sales force the capability to create their own quotes in the field."

In business for 65 years, Wagstaff specializes in creating custom, highly advanced aluminum direct-chill solidification technology for producers of rolling ingot and extrusion billet all over the world. Based out of two facilities, in Spokane, Washington and Hebron, Kentucky, it offers a wide range of tools such as molds, casting machines, automatic systems and other equipment. Because Wagstaff caters to a global customer base, it has sales representatives in various countries, working with various languages to sell its products — and that's why Configure One made so much sense for the firm.

"There were many areas where Configure One excelled above its competitors," agreed Turina McClelland, Marketing Communications Specialist at Wagstaff. "It was clearly the best fit for an engineer-to-order business model [like ours]. Concept's flexibility, [along with] support for multi-language and currencies, really supports a global business."

With Configure One's solution, Wagstaff's international sales force will now be able to create quotes wherever they are, something that the manufacturing firm expects will reduce lead time to proposal by 50 percent. While the process traditionally has taken one to four weeks, now that time will be split in half — saving the business time as well as improving overall accuracy.

For more than two decades, the firm has been developing its own internal systems to support the CPQ process, yet still looking for something that would simplify and streamline proposals further. Now, as Concept enables in-the-field sales personnel to generate quotes themselves, Wagstaff plans to finally free up engineers and tech support staff, while also speeding up service to customers and delivering consistently accurate proposals to its clients.

Configure One senior sales executive Aleks La Rosa expressed confidence in this new partnership and how it demonstrates the value of Configure One software. "Over the years, [we've] invested to provide our customers with the functionality to support international operation," La Rosa said. "The fact that a global company, such as Wagstaff, has selected Configure One to support its operations worldwide is an endorsement of our strategy."

### 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.

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