

# Waltco Turns to Configure One's Software to Lift Its CPQ Process to New Levels

*Configure One's Concept is the Software of Choice for Waltco Lift Corp., Selected to Make the Company's Quotation Process Faster and More Efficient.*

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/EINPresswire.com/ -- Configure One™, the company behind leading Web-based product configurator and CPQ (configure, price, quote) software, announced today that Waltco Lift Corp., creator of hydraulic lift gates for trucks and trailers, has chosen its Concept Enterprise Product Configurator® to streamline the CPQ process. Waltco selected Concept after a thorough evaluation of several options — and eventually landed on Concept because of its flexibility and easy integration with other business applications.



"We were looking for a rules-based system that would allow us to configure products and generate quotes anywhere," Waltco president Steve Miller said. "We wanted to eliminate the potential for configuration errors and impose pricing discipline. In addition, our goal is to streamline the quote-to-order process, so integration with our ERP and SolidWorks, our CAD system, is essential."

Created by the merger of Waltco Truck Equipment and Ultron Lift Corp, Waltco Lift Inc. is a dynamic, customer-focused company that strives to be the leader in North America's lift gate industry. When it wanted a CPQ solution to streamline existing processes while also integrating easily with its existing ERP system, Infor LN, Waltco recognized Concept had everything it needed.

"I knew that it could meet all of our requirements," said Miller, who remembered using Concept at a previous company. Configure One is well known in our industry, and some of our largest customers are also using Concept."

The requirements Miller referenced included flexibility, easy integration with existing business applications and a Web-based format. Waltco wanted a configurator that could support the needs of a growing company and, especially, that could make generating quotes faster and easier.

"Our current system's capabilities make it difficult and cumbersome for our external sales team to generate their own quotes," said Scott Ickes, Waltco's senior director of engineering. "Our goal is to provide our sales teams and distributors with the tools to generate their own quotes while in front of the customer."

Now, thanks to the transition to Concept, Miller said Waltco expects the entire CPQ process to improve.

"Concept integrated with our ERP system with streamline the entire CPQ process, leading to a reduction in the quote-to-order lead time and improved order accuracy. We expect to see a reduction in customer returns with a rules-based configurator," Miller said. "Concept will also enable us to control discounting practices. However, the biggest impact will be the empowerment of our sales force. Our external sales reps and distributors will be able to generate their own quotes before they leave the customers' site. These capabilities will further strengthen Waltco's relationship with our distributors. In addition, this will free up our sales team to spend more time on proactive sales calls instead of order entry."

Configure One adds Waltco to a growing list of clients choosing its Concept software. "We are pleased to welcome Waltco Lift Corp. to our growing list of customers in the truck equipment industry," said Chris DiEllo, Configure One's Director of Eastern Region. "More and more companies that use a distributor network are recognizing the benefits of Concept as a mechanism to empower their distributors and forge a better working relationship."

#### About Configure One

[Configure One, Inc.](#) 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, ITW (Illinois Tool Works), Leggett & Platt, Masonite Corporation, Mitsubishi, Otis Elevator, SPX Corporation, Stanley Black & Decker, and Sumitomo.

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