

AEG PS Picks Configure One To Power Up Their CPQ Process

Configure One streamlines the CPQ process for Netherlands-based global provider of power electronics systems and solutions

HARLOW, ESSEX, UK, February 16, 2015 /EINPresswire.com/ -- After a comprehensive evaluation of options, AEG Power Solutions (AEG PS) Group, a Netherlands-based global provider of power electronics systems and solutions, has announced that they've chosen Web-based product configurator and [CPQ \(configure, price quote\)](#) provider Configure One and their Concept Enterprise Product Configurator® to streamline and automate their CPQ process.

"Concept met our requirements and I was very impressed with the people from Configure One," said Dominik Pawlik, Product Line & Marketing Communication Manager at AEG PS. He went on to add that he expects many benefits from the new partnership. "The biggest benefit will be everyone working with the same integrated system. As a result, we expect to be able to respond to our customers quicker. Our goal is to have all of our configurable products defined in Concept and this will save time in manufacturing."

Offering one of the most comprehensive product and service portfolios in the area of uninterruptible power supply and power management, AEG PS knew they needed to improve their CPQ process with new systems to effectively support their sales force, partners and customers. "As we engineer sophisticated power solutions, we needed a configuration system able to meet our complex requirements," Pawlik said. "Our existing systems did not meet the needs of our sales team. We had homegrown configurator applications but decided to invest in a more modern and powerful system that matched our needs for configuring products and generating quotes."

Additionally, AEG PS was in the process of replacing business applications like their ERP and CRM systems, which created another catalyst for change. "We recognised that to streamline the entire CPQ process, the chosen solution must integrate with our other business applications, especially if we are to eliminate all the local spreadsheets and homegrown configurators," Pawlik explained. "The potential solution must be available 24/7 and in the future available to our partners and eventual our customers. Therefore, a web-based system was essential."

As part of the new integration, AEG PS plans to incorporate Concept into their Microsoft® Dynamics 365 CRM and their SAP® ERP. They have also chosen Concept Connect Advanced,

Configure One's integration module, to integrate Concept with the company's factory systems. "We recognised that a CPQ system is only part of the overall quote-to-production process, and a fully-integrated system was key to our objectives. Concept's ability to integrate with other business applications was a key consideration in our decision to select Configure One," said Pawlik.

Jon Lidbury, General Manager at Configure One Europe Ltd. expressed the company's pleasure at this new development. "We are pleased to welcome another multi-national company to our growing European customer base," he said. "Concept integrated with SAP ERP and Microsoft Dynamics 365 CRM systems will automate and streamline the company's entire CPQ process. We are looking to helping AEG PS implement Concept and provide its sales team with the tools they need."

About Configure One

Configure One is a leading provider of Web-based product configurator and CPQ software. Configure One's Concept Enterprise Product Configurator® is an enterprise CPQ application, enabling companies to efficiently sell and process orders for configurable, multi-option, and customisable 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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