

Craig Manufacturing Attaches to Configure One

North America's largest privately owned attachment manufacturer looks to Configure One to gain a competitive advantage

OAK BROOK, IL, USA, April 13, 2015 /EINPresswire.com/ -- Configure One™ (www.configureone.com), a leading provider of web-based product configurator and CPQ (configure, price, quote) software, today announced that Craig Manufacturing Ltd.—North America's largest privately owned attachment manufacturer—selected Configure One's Concept Enterprise Product Configurator® after a comprehensive evaluation.

For over sixty-five years and three generations, Craig Manufacturing has focused on becoming a supplier of quality industrial attachments. Although Craig Manufacturing is committed to providing the highest quality products, turning a customer's specification into an accurate sales order was a challenge. "We have a very diversified and complex product line," said Ben Craig, President. "We rely on spreadsheets to calculate the price, and one of our problems is that it allows us to quote for products that we can't or shouldn't build."

Craig Manufacturing recognized that CPQ software was essential if the company was going to improve and streamline its quote-to-order process and eliminate errors. "We wanted to streamline the quoting process to give us a competitive advantage," said Craig. "In addition, we wanted to reduce the number of configuration errors and the cost associated with rework."

To streamline the CPQ process the company understood that integration to its other business systems was essential. "We use SolidWorks® to create drawings, Salesforce® for CRM, and SysPro™, for our ERP system. It was essential that the solution we chose could seamlessly integrate with these systems to provide a 'one click' from quote to sales order without manual intervention," said Craig.

After a comprehensive evaluation, Craig Manufacturing selected Concept Enterprise Product Configurator. "Configure One has proven integration to our existing business systems," said Craig. "We evaluated three other systems and Concept was by far the easiest to use and the best fit. Configure One understood our needs, and the fact that we could easily build the configuration rules and maintain them in-house was a deciding factor. With the other systems we evaluated, you had to have somebody from their organization on retainer. Another factor was the support. Configure One provides a dedicated account manager who understands our

products and processes, and who will be with us through the implementation and beyond.”

Craig expects to see many benefits once Concept has been implemented. “We believe that Concept will provide us with a competitive advantage, as we will be the only company in our industry segment that has a product configurator. Our sales team is very excited that Concept will help them build better relationships with our customers and we will become a vendor of choice. The speed and accuracy of creating quotes and turning them into orders will be a massive improvement. By defining the configuration rules in Concept we will prevent quoting products that can’t be built. This will reduce our costs and improve our quality. We expect that the time required to generate a quote will reduce from thirty to five minutes.

“Configure One recognized that CPQ software is only part of the entire quote-to-production process,” said Aleks La Rosa, Senior Account Executive with Configure One. “That’s why we invested in providing integration to industry-leading applications. It’s one less thing our customers have to worry about during the implementation.”

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, ITW (Illinois Tool Works), Leggett & Platt, Masonite Corporation, Mitsubishi, Otis Elevator, SPX Corporation, Stanley Black & Decker, and Sumitomo.

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