



Configure One Conveys Right Message for New London Engineering

Proven integration to Microsoft® Dynamics and Autodesk® key decision factors for leading conveyor manufacturer

OAK BROOK, IL, USA, December 17, 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 New London Engineering—a full-line custom and standard conveyor manufacturer—selected Configure One's Concept Enterprise Product Configurator® after a comprehensive evaluation.

New London Engineering has been designing and manufacturing conveying equipment for more than 50 years. The company specializes in building conveyors that are custom made to customer specifications, helping companies maximize their manufacturing, material handling, and scrap removal.

As a result of upgrading its business applications, New London Engineering recognized the need to add new software to streamline its CPQ process. "Currently, New London Engineering uses the configurator component of its ERP system," said Christine Janssen, a Consultant working for New London Engineering. "The current configuration system is very technical and difficult to use. As a result, not all of the sales force use it, and some still rely on spreadsheets."

As many of New London Engineering's competitors in the conveyor industry are presenting their quotes electronically, the company recognized the need for modern software to keep up and surpass its competition. "We were looking for web-based software that is easy to use, yet powerful enough to handle the complex calculations and intricacies of configuring a conveyor system," said Marty Bonneson, President. "It was also important that the system had proven integration with New London Engineering's other business applications. Most importantly, integration with Autodesk® Inventor™ to automatically produce sales drawing to incorporate in a professionally looking quotation was a key requirement."

After a comprehensive evaluation, New London Engineering selected Configure One's Concept Enterprise Product Configurator. "The evaluation was conducted by both our engineering and sales teams," said Bonneson. "Both teams agreed that the software was easy to use, but the biggest factor was Concept's ability to automatically generate a drawing that we can include in the quote."

According to Bonneson, New London Engineering will realize many important benefits once Concept is fully implemented. "We expect that Concept will be enthusiastically adopted by our sales staff. Concept will reduce the number of quotes that need to pass through the engineering department. This will free up engineers' time to work on quotes that involve specialization. However, one of the biggest benefits will be automatically generating a professional looking quotation, and that in turn will contribute towards increasing our closure rate."

"Our proven integration to Microsoft Dynamics GP, Dynamics CRM, and Autodesk Inventor was a key factor in New London Engineering's decision to partner with Configure One," said Aleks La Rosa, a Senior Account Executive with Configure One. "Configure One recognized that CPQ software is only part of the entire quote-to-production process. That's why we have invested, and

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

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