KONICA MINOLTA

User report
Konica Minolta

CAS Merlin CPQ

Simply map complex requirements

CAS SOFTWARE

Complexity made simple

With many years of experience in the areas of office solutions, IT services and professional printing, Konica Minolta is the specialist for the intelligently networked workplace. With the introduction of the CAS Merlin CPQ configurator solution from CAS Merlin, the technology and managed service provider has established a central tool across all countries to map the company's highly complex configuration logics.

From hardware and suitable software to services such as installation and implementation, Konica Minolta offers its customers an individual all-round service for document and print workflows. In order to make internal processes more efficient, reduce manual effort for employees and optimize data quality, the company decided to introduce a CPQ solution. With CAS Merlin CPQ, the entire customer journey can be covered, from the initial contact with the prospective customer on the website to contract extensions for existing customers.

Highly complex requirements

In their search for a suitable configurator solution, Konica Minolta had very specific requirements, both for the product and the provider. They didn't want a standard tool that they would have to develop themselves from the beginning, but rather were looking for a product that was already optimized enough in the development phase to fit their needs. "At the time, CAS Merlin CPQ was the only CPQ system in our selection that could map the entire complexity of our products and services. At the same time, the user interface is designed to be simple for users and can be flexibly adapted," reports Jörg Bittenbinder, EPC Manager Europe at Konica Minolta.

"In addition, with CAS Software we chose a company that supports and reflects our customer-centric corporate philosophy. The interaction of these factors was important to us and convinced us."

Deployed internationally

From marketing to sales to customer support, the CPQ solution is used in different areas of the company and across national borders. In practice, this means: "With CAS Merlin CPQ, we ensure that we always have an overview of the large number of individual and complex services. This means that every salesperson can offer their customers the right product and a suitable valid configuration in the shortest possible time – regardless of the respective European branch," Jörg Bittenbinder emphasizes.

The aim is to equip employees at Konica Minolta subsidiaries in around 30 European countries with this configuration system. Coordinated by the European headquarters, the system is already being used in 23 countries – 99% of all quoting in these countries is based on a customer-specific configuration created with this system.

One solution, many user groups

Even before contacting the sales department, customers and prospects can use CAS Merlin to configure their individual product portfolio and the appropriate framework agreements from a selection of different products and services. "CAS Merlin's Customer CPQ module offers significant added value for our customers and prospects. Thanks to the visual user interface and intuitive user guidance, customers can easily put together the right products and services," reports Jörg Bittenbinder.

Flexible adaptation to different target groups means that all the necessary information is available to all users at all times – regardless of whether they are a salesperson with in-depth product knowledge, an existing customer with a broad knowledge base or a prospective customer configuring a product for the first time. There is also an interface for Konica Minolta dealers that is designed with their needs in mind. Here, Konica Minolta has even taken on part of the development itself and worked hand in hand with CAS Merlin to set up the dealer configurator.

Professionalism at the highest level

CAS Merlin CPQ is firmly integrated into the corporate structure and the system environment. Thanks to the interface to the ERP system, where all material and customer master data is stored, replacing equipment can be organized quickly and easily. For example, when the master agreement for a printer device ends, the customer can obtain a new quote and replace the existing device. Thanks to the interface between CAS Merlin CPQ and ERP SAP, employees always have an overview of the individual device location data and can exchange it efficiently. This greatly supports the sales department, which would otherwise have to laboriously gather all the data individually.

This overview is also important in terms of after-sales. As once a printer has been delivered and is situated in the right place, the service department then adopts any further action for that product. Regardless of whether there is a problem due to a paper jam, or something more involved for which a technician is required, the service department can respond quickly and efficiently and the technician can be scheduled with the appropriate spare parts for the repair. Thus saving time and money.

One button replaces manual effort

Before implementing CAS Merlin CPQ, Konica Minolta employees worked with Excel lists that listed each product and its accessories individually. From logistical issues to delays in delivery dates, this process was error-prone and took a long time for new employees to learn.

"With CAS Merlin CPQ, we work more efficiently because the enormous manual effort is eliminated. From delivery details to configuration data to logistics planning, the sales employee can transfer all the information that is important for quotation creation directly into the system at the touch of a button. Thanks to the high quality of the configuration logics, this saves us a considerable amount of time," says a pleased Jörg Bittenbinder.

» With CAS Merlin CPQ, we ensure that we always have an overview of the large number of individual and complex services. «

Jörg Bittenbinder
EPC Manager Europe

The goal: Continuous further development

In future, Konica Minolta plans to connect the various business units even more closely while expanding the use of CAS Merlin CPQ to additional user groups and country organizations.

"For us, CAS Merlin CPQ is not a project that we will complete at some point. Rather, the CPQ solution creates synergies within the company, harmonizes the individual areas as a central solution, and gives us the opportunity to further expand our complex product and service offerings. This further development is crucial in order to always stay up to date with customer requirements," says Jörg Bittenbinder. "In addition, the cooperation with CAS Merlin is very constructive. It's fun to develop together in direct exchange." In order to be able to respond even more specifically to inquiries and to propose precisely tailored recommendations to customers, market analyses and supporting measures for sales staff are to be implemented in the future.

Finally, Jörg Bittenbinder sums up: "CAS Merlin CPQ is a brilliant tool, with a beautiful frontend and complex backend that can be customized. It is important to get to grips with the product and schedule the necessary time to understand it. As this initial investment results in a multi-fold return afterwards, as processes can be implemented more easily and efficiently."

CAS Merlin CPQ at a glance:

- **Easy control**
  Product and quote configurator for easy control over your quote and sales processes
- **Central knowledge base**
  Central pooling of all employee know-how in the configurator software
- **Intuitive quote generation**
  Easy and intuitive quote generation creating errorfree quotes
- **Quick response time**
  Enabling quick reaction time to individual requests

More testimonials:
www.cas-merlin.de/en/references

Find out more now

Are you interested in quote and contract configuration?
We're here to help!

CAS Merlin
A SmartCompany of CAS Software AG

Phone: +49 721 9638-901
E-mail: merlin@cas.de
www.cas-merlin.de/en

CAS SOFTWARE