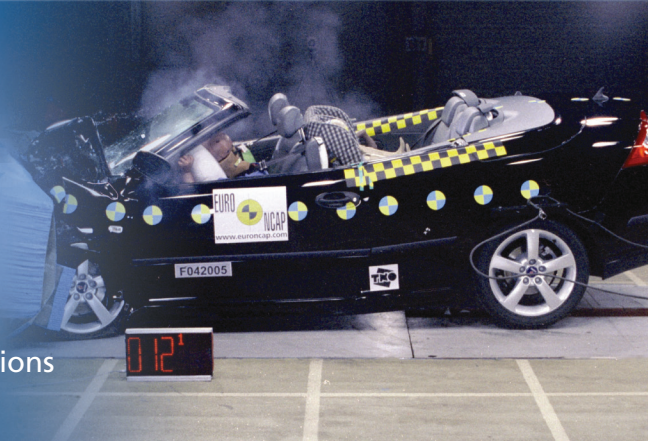


TASS

Safety Design Software Developer Simplifies Complex Price Quotations



Company

TASS
Delft, The Netherlands
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Corporate Details

TASS is the leading supplier of advanced safety design software solutions for the automotive, aviation and other transport industries. Building on over 30 years of experience in software development, safety engineering and crash testing, TASS delivers world-class products and a wide range of engineering services to meet safety requirements.

Benefits

- Eliminates duplicate data entry
- Step-by-step quote configuration
- Real-time customer pricing
- Offline availability
- Microsoft Dynamics CRM integration
- Supports complex pricing rules and discounts



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TASS provides advanced software solutions to enhance human safety in the automotive, aviation and other transport industries.

Next to the design of safety systems like airbags and seat belts, TASS software also helps in the reconstruction and analysis of real accidents, enabling transportation products to be safer.

Challenge

To enable sales reps to provide fast, accurate software quotations for customers in regions throughout the world, TASS needed to transition from their Excel-based quoting solution a sales configurator with integration to their Microsoft Dynamics CRM system.

“We were in need of a highly customizable configurator for our global sales team to address the local price quote requirements of each customer,” says Ralf Ramackers, E-Business Manager, TASS. “We decided that our previous Excel-based tools required too much maintenance to keep up with our changing business environment. These tools also demanded extensive monitoring to ensure an acceptable level of quote and order accuracy.”

Building quotes in Excel also meant duplicate data entry. TASS products and prices entered for a proposal would have to be rekeyed into an order management system, providing opportunities for costly data entry mistakes.

Solution

“We selected Experlogix for its ability to easily implement new or changed business rules in the sales system without the need for outsourcing,” says Ramackers. “With Experlogix Configurator, we found a highly flexible pricing and quoting solution with a tight integration to Microsoft Dynamics CRM.”

Providing TASS’ traveling sales team with tools to be productive while on the road is an important competitive advantage – including the ability to create accurate software quotes in a disconnected mode. Prior to Experlogix, TASS reps were challenged with staying current with the latest pricing and product updates when they traveled as their Excel-based quoting system needed to be manually distributed to the field each time a change to pricing or products was made. Today, TASS reps simply take Experlogix Configurator and Dynamics CRM offline and the most current pricing and product information syncs to their respective laptops. Changes to business rules or prices to reps outside the office are published to them automatically.

Result

“With the help of a local experienced Experlogix partner (@work Management Associates), it took us 10 days to implement Experlogix based on our design and specifications,” says Ramackers. “The end-user interface of the Configurator is intuitive and easy to learn, and if you’re familiar with Excel, you can start right away with the Formula Designer of Experlogix as it supports all of our pricing rules, exceptions, discount policies and schemes.”

TASS has experienced several benefits since going live with Experlogix Configurator. Their time to offer new products to market has drastically decreased. And, through three way integration of Experlogix, Dynamics CRM and their license encryption tools, they have deployed a very user friendly, single-point-of-access tool that supports their complete software licensing lifecycle.