

# STRONGCO

Construction Equipment Dealer Automates Heavy Equipment Quoting



## Company

### Strongco Equipment

Mississauga, ON  
www.strongco.com

## Corporate Details

Strongco Income Fund is a trust established to hold one of the largest multi-line industrial equipment distribution providers in Canada. Over 600 employees provide retail service at 27 branches located from Newfoundland to Alberta. Strongco sells, rents and services mobile industrial equipment to sectors that include construction, road building, mining, forestry, utilities and municipalities. Strongco represents leading equipment manufacturers, including Volvo, Case, Manitowoc, Cedarapids, Fassi, Allied, Gomaco, Taylor and ESCO. Volvo Construction Equipment recognized Strongco as its largest volume dealer in North America for 2008.

## Benefits

- Consolidated numerous quoting spreadsheets
- Multi-currency quotes
- Accurate pricing & product details by vendor
- Improved field sales visibility & pipelines
- Offline quoting
- Microsoft Dynamics CRM integration



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## Strongco sells rents and services mobile industrial equipment to sectors that include construction, road building, mining, forestry, utilities and municipalities.

Volvo Construction Equipment recognized Strongco as its largest volume dealer in North America for 2008. In addition, Volvo Financial Services recognized Strongco as its largest producer in North America of financing at the retail level. Strongco also represents leading equipment manufacturers Case, Manitowoc, Cedarapids, Fassi, Allied, Gomaco, Taylor and ESCO.

## Challenge

With more than 600 employees providing industrial equipment retail services at 27 branches located from Newfoundland to Alberta, implementing a CRM software program complete with a quoting configurator solution was an immediate requirement in order for Strongco to maintain its competitive edge in the market. Quotes and cost sheets were being handled manually using Excel by the sales staff and any supplier pricing structure changes were communicated separately and often inconsistently to each sales team across Canada. "We were looking for a powerful quote and order configurator tool to reduce the risk of pricing errors and we wanted to enhance pipeline visibility for everyone in the sales chain," says Anna Sgro, Vice President Multi-Line Division at Strongco. "Our customer quotes needed to be available to management and all sales coordinators and we needed to be on top of machine warranties and expiration dates."

## Solution

"We evaluated other software packages but found that Microsoft Dynamics CRM with Experlogix Configurator was superior. The seamless integration of Experlogix with Microsoft Dynamics CRM eliminates the requirement for redundant data entry as quotes and orders generated by Experlogix create corresponding records in Microsoft Dynamics CRM," says Sgro. "The innate flexibility of Experlogix accommodates our varied equipment and attachment suppliers and allows us to use both standard and non-standard pricing structures. Completely customizable, Experlogix gives us the ability to maintain and push through updates in-house and to keep our sales staff current on pricing and product information." The ability of Experlogix to import product models and pricing provided electronically by Volvo corporate streamlines the process.

## Result

"In the past, quotes and cost sheets were done manually in Excel and stored on individual laptops. Any supplier pricing structure changes were communicated separately and sometimes inconsistently to each sales team across Canada," explains Sgro. Since going live with the Experlogix Configurator, Strongco has consolidated their product and service options, rules and pricing into a single intelligent system, eliminating the need for catalogs and cumbersome-to-maintain spreadsheets. With Experlogix, "having a centralized and updated configurator system reduces the risks of pricing/quoting errors - including machine warranty and expirations. The integration with Dynamics CRM gives everyone along the sales chain a forward view of the potential sales pipeline."

Strongco's sales force relies on Experlogix with Dynamics CRM to create proposals while traveling - often at a job site where network connections are not available. "Pricing and product rule updates are communicated automatically to the field so they can create accurate quotes in multiple currencies each day," says Sgro. "Our offline developed quotes are synchronized back to our central Dynamics CRM server, providing great visibility into sales activity and accurate pipelines. The Experlogix Configurator has assisted us in conquering all our quoting hurdles."