

NEDERMAN

Air Filtration Manufacturer Empowers Dealer Network with Self-Service Online Quoting



Company

Nederman
Thomasville, NC
www.nederman.com

Corporate Details

The Nederman Group is a world leading supplier and developer of products and solutions within the environmental technology sector.

Benefits

- Out-of-the-box integration with Microsoft Dynamics CRM and Dynamics AX
- Ease of use for business users building configuration models
- Flexible platform allowing users to model any conceivable requirement
- Enabled greater order efficiency through dealer portal access
- Improved productivity of internal sales staff, allowing increased focus on core business objectives

As an industrial air filtration systems manufacturer, Nederman’s products and solutions contribute to the reduction in environmental effects from industrial production, creating safe and clean working environments, while boosting production efficiencies.

Challenge

A large percentage of Nederman’s sales are done through a network of resellers or dealers, and previously the sales group was using a variety of manual tools, as well as an outdated ACT system to collect order information. Management realized what they really needed was a web-facing product configuration solution for their dealers. “The main business driver was to provide a quoting solution to help make it easier for our dealers to quote products and to quote them correctly,” says Nederman USA CIO, Mark Overby. “We were also standardizing on the Microsoft platform across our organization, and had Implemented Microsoft Dynamics CRM, with a plan to also eventually adopt a Microsoft ERP system such as Dynamics AX.”

“One of the greatest values of the Experlogix system is the fact that orders come through now without us having to touch each one or even to be aware of each one as it is coming through,” says Overby. “As a result, our sales staff can now work more strategically and focus on signing up more dealers instead of managing individual orders.”

- Mark Overby, Nederman USA CIO

Solution

According to Overby, “There were a few key elements in our decision making process in selecting Experlogix. We wanted a configurator tool that was integrated to Microsoft Dynamics CRM out of the box, day one, and that was a platform that would be easy to work with and allow us to configure the exact solution we needed. In addition, it was also critical that the solution have a web portal interface for our dealers to use, and we liked the fact that Experlogix was already integrated to Dynamics AX. Eventually we would like to be able to take advantage of the ability to leverage Experlogix’s capability to automatically create the Bill of Materials (BOM) for our manufacturing users working with Dynamics AX.”

NEDERMAN**Result**

Now that the system is in place, dealers are interacting with the Experlogix Configurator through the dealer portal, called the 'Swift Quote' website, where dealers can enter quotes independently of the Nederman sales staff. "One of the greatest values of the Experlogix system is the fact that orders come through now without us having to touch each one or even to be aware of each one as it is coming through," says Overby. "As a result, our sales staff can now work more strategically and focus on signing up more dealers instead of managing individual orders. From a management point of view we can still see the sales activity since Experlogix and Dynamics CRM are so integrated. We have a workflow trigger that notifies us when an order is placed out of the Swift Quote portal. Also with our filter business having a fair amount a seasonal variability, particularly for our more complex product orders, we can now be assured there is a steady flow of less complex orders coming through out of the dealer network. From a dealer acquisition point of view, the portal has become a competitive advantage for us, as new dealers view the portal as a significant benefit to working with us, making it easier for them to enter quotes on their own from anywhere they have an internet connection."

"The Experlogix product is working great," says Mike Archer, Nederman Inside Sales Coordinator. "We have over 225 registered dealer users currently and this month alone we've seen over \$3.5 million in product quoted."

Implementation Highlights

"We were very pleased with how the training and implementation process went," says Overby. "We started the training process in October, and by the end of the year we had our primary filter products modeled in the system. We took a train-the-trainer approach, and even as non-programmer, business users we found the system very easy to use. Experlogix is the only software product I've encountered that has the flexibility that allows me to do whatever I've needed it to do from a requirements point of view. It's not often you can honestly say that a software product has done everything you wanted it to do, but I can say that about Experlogix."