

# One intelligent ecosystem for heavy equipment manufacturers



Heavy Equipment organizations, which include suppliers of vehicles specifically designed for construction tasks, forklift providers and other heavy hydraulic equipment, consistently face challenges that include better dealer channel collaboration, more accurate forecasting, faster order configurations and negotiating enhanced vendor supply chain pricing.

These critical issues combined with increasing global competition has made it essential for Heavy Equipment companies to pursue modern, flexible and intelligent enterprise software to optimize efficiencies and improve profits.

Heavy equipment includes the design, procurement, manufacturing, marketing & sales, distribution and maintenance of a variety of vehicles. This includes: construction, material handling, earthmoving, utility and other customized vehicles. Regardless of which business unit you lead, each area of your business must collaborate and engage together to drive faster products and service offerings to the market.

# Heavy equipment manufacturing



## Market Opportunities

- Internet of things, machine learning
- Multichannel ecommerce
- Expanded aftermarket services
- Improved supply chain visibility for tighter inventory control

## Research and development

For Heavy Equipment organizations, pressure for innovation is constant. Demand for increased fuel efficiencies and reduced lead times are driving design engineers to deliver flexible designs in a timely manner. Real-time feedback from customers, dealers and sales teams are critical to deliver enhancements faster than competitors.



### Intelligent R&D is:

- Collaboration with distributors, through portals or social channels, to identify design problems, and product opportunities quickly.
- Collaboration with suppliers and distributors to create innovative pricing, promotion, and channel strategies.
- Add value to products through embedded sensors that monitor use, maintenance, or other functions.

## Materials sourcing

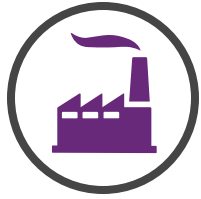
Tight collaboration with dealers and visibility into dealer channel quoting provides real-time forecasting which enables Heavy Equipment manufacturers to negotiate better pricing from its suppliers.



### Intelligent materials sourcing is:

- Purchasing based on proven, data-driven forecasting algorithms.
- Immediate visibility into supply chain interruptions to enable fast response.
- Full visibility across operations to consolidate buying power and optimize supply chain.

# Heavy equipment manufacturing



## Production

An error during the order entry process slows production and delays deliveries. More than ever, 100 percent accurate orders are critical to maintaining on-time deliveries, improving profits and increasing customer satisfaction.

### Intelligent production is:

- Increased asset utilization through systematic product change management.
- Simplified and focused information that guides employees to respond quickly to exceptions.
- Maximized asset efficiency and availability through Machine Learning Management.



## Marketing

Heavy Equipment manufactures push pricing promotions and up-sell offers during the quoting process to dealers to build loyalty and drive revenue. Delivering configured promotions requires technology that surfaces pricing and product campaigns early in the sales cycle which differentiates from competitors.

### Intelligent marketing is:

- “What if” scenarios that support promotion planning with full knowledge of the impact on margins.
- Portals that support collaboration and communication with distributors and retailers.
- Collaboration with outside sales and distribution to maximize the impact of marketing campaigns and promotions.

# Dealer collaboration

When an electrical switch manufacturer was experiencing increased pricing pressure from international suppliers, they gave their dealers profitable reasons to stay loyal. Through a new program dealers could sell branded “electronic packages” which included all the components needed to complete a job, like install a security system. To support the program, the manufacturer:

- Created dealer portals that gave customers access to complete documentation.
- Provides joint marketing campaigns.
- Offers warranties that provide second level support.

By changing the game, the manufacturer achieved higher margins and increased dealer loyalty.

# Market Trends

- Continuing competition from imports
- Increasing customer interest in the internet of things
- High volume purchasers bypassing distributors
- Increased process automation

# Internet of things

A manufacturer of machinery bearings engineered a product line that included data sensors. The data collected could be used to monitor wear, optimize performance, and warn of failure.

In addition to the product, the manufacturer offered to collect, store and analyze the data for customers. The manufacturer has realized benefits including:

- Data to improve their own engineering and provide quantitative evidence to potential buyers.
- Higher margin, differentiated products.
- New recurring revenue streams.

By capitalizing on the opportunities in a connected world, the company has a promising future.

## Customer Evidence

- [Mitsubishi Caterpillar Forklift America](#)
- [Mitsubishi Caterpillar Forklift Europe](#)
- [Takeuchi](#)
- [StrongCo](#)

## Heavy equipment manufacturing

### Sales

Configuring complex heavy equipment quotes and orders can be time-consuming and prone to human error. A Configure, Price, Quote (CPQ) system guides sales reps to accurate equipment configurations, improves profit margins and ensures a smooth transition to manufacturing production processes.



### Intelligent sales is:

- Supports collaboration between marketing, outside sales force, and distributors to amplify promotions.
- Ensures sales reps and distributors have access to all the information they need in the field through mobile devices.
- Supports responsive, fast-paced call centers that deliver end-to-end customer service, order entry, and assisted sales.

### Distribution

Sales portals deliver unassisted quote and order configuration to heavy equipment channel partners, placing the right product, price and promotion to the right dealer at the right time.



### Intelligent distribution is:

- Coordinated management across locations to optimize shipping times, minimize costs and accelerate order fill rates.
- Advanced warehouse and inventory management that reduces operational and handling costs.
- Sophisticated transportation management to meet customer expectations and control costs.

# Heavy equipment manufacturing



## Service and Support

On-going service and preventative maintenance contracts are critical to innovative heavy equipment organization profitability. Collaboration with dealer/distribution networks ensures customer satisfaction approval ratings.

### Intelligent service and support is:

- Business processes and systems that support efficient service delivery.
- Providing online service and support options and monitoring social channels to identify customer issues quickly.
- Taking full advantage of the mobility solutions to empower field personnel with information.



Experlogix is the premier provider of Configure, Price, Quote (CPQ) technology, specializing in fully integrated quote and order automation solutions for Microsoft Dynamics AX. Experlogix is a Gold Certified Microsoft Dynamics Partner with more than 500 successful Dynamics implementations.



Microsoft Dynamics AX is designed specifically for manufacturing operations can include supply chain management and finance, manufacturing resource planning (MRP), human resources, and operations management. Microsoft Dynamics CRM drives sales productivity and marketing effectiveness through social insights, business intelligence, and campaign management.

# One intelligent ecosystem

In partnership with Experlogix, Inc., Microsoft provides Heavy Equipment Manufacturers with the end-to-end platform to manage increased global competition, skyrocketing costs and customer pressure to be faster, more accurate and less expensive.

Microsoft Dynamics AX and Experlogix, Inc.'s Configure, Price, Quote Software for Manufacturers empowers your business to:

- Meet increasingly complex environmental regulations
- Deliver superior products, in less time at a more competitive price
- Improve project profitability through inherent Product Lifecycle Management capabilities
- Focus on business development and innovation by saving time and money in other areas
- Improve cash flow, reduce inventory and expenditures and deliver higher value products

**Let's set up a time to talk about your business plans.**

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