Jansen Poultry Equipment

Client Success Story

Poultry Equipment Leader Streamlines the Creation of Highly Complex, Sophisticated and Tailored Quotes

Challenge

Poultry companies have many unique needs that make quote accuracy especially important. Every poultry supplier uses unique dimensions for their stables and halls; they must also balance efficient use of space with the need to create a healthy, regulations-compliant environment for animals.

At first, Jansen Poultry was a weekend project that A. H. Jansen and his father fit into the hard work of running a farm. Their first project was a prototype for an automated layout litter for chickens, which many other egg and poultry suppliers soon adopted. Demand grew rapidly, and, within a few years, Jansen was a fully accredited international presence focused on selling and launching multiple poultry equipment products.

Solution

In 1994, the company began automating back-office administration and soon included production process automation and CAD into the fold of innovation. Jansen brought everything together in 2001 when they chose Navision (now Microsoft Dynamics NAV) for their ERP system and Experlogix CPQ as their product configurator solution.

CLIENT
Jansen Poultry Equipment

PARTNER
Experlogix

PRODUCTS AND SERVICES
Microsoft Dynamics NAV
Microsoft Dynamics ERP

CORPORATE DETAILS
Jansen Poultry Equipment was founded in 1986 by A. H. Jansen to develop and produce the first automatic egg laying nests. With his knowledge of technology and poultry, Jansen succeeded in developing the most soughtafter laying nest. Today, the company offers a wide range of poultry systems and has grown to become a flourishing international company with its headquarters located in the Netherlands.

COUNTRIES
Barneveld, Netherlands

As a result, Jansen produces more than 20,000 product configurations per year, and the company builds all of its machinery according to customer-specific dimensions. This creates a few complex challenges for their sales team:

- One configuration can contain thousands of specifications
- No two companies in the poultry industry work with the same stable dimensions
- Complex configuration information must be turned into easy-to-understand quotes

Jansen turned to Experlogix CPQ to streamline the configuration and quoting process. To ensure accuracy, the software advises the sales team to choose from a set of standard options, and it adds smart functionality for creating customized quotes — using text fields, cost indications, and other helpful aids.

The guided selling feature ensures that sales and customers see the correct configuration options consistently. With animal cages, for example, the solution efficiently considers precise dimensions, animal target weight, cage material, and incredibly complex calculations for equipment parts.

This gives Jansen an optimal recommendation based on a full view of information, which updates in real-time. And, to make the entire sales process seamless, all of the data needed to get orders to production can be pushed to the ERP system with just a few clicks. In addition to handling configuration data, the solution handles all of the information associated with the cost of producing an order. This includes project management, installation, as well as travel and other business expenses for the company's consultants.

Result

As Jansen continues to expand, the company will be better poised to turn single orders into long-term customers. The solution's depth of functionality and ability to manage highly complex information help Jansen secure a worldwide base of loyal customers, while saving hours, even days, creating accurate, compliant quotes and orders.

"Quotes and orders can be created in the customer's preferred language. Country-specific regulations are automatically associated when creating quotes and orders."

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Microsoft

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Configure, Price, Quote