



BRÜCKNER
MASCHINENBAU **B**

USE CASE

CPQ and CRM:
Brückner Maschinenbau
relies on the successful duo

Brückner Maschinenbau GmbH & Co. KG is a leading plant and mechanical engineering company that offers its customers not only innovative film stretching systems but also a long-term all-round service. Brückner has introduced both the camos CPQ solution and the CRM system from our partner itmX to ensure speed and accuracy throughout the entire sales process.

camos.

Project objectives

- Brückner wanted to significantly increase efficiency and transparency throughout the entire sales process – from the creation of a new lead to the conclusion of the deal.
- The new solution was to speed up the preparation of quotations, improve cross-departmental collaboration and minimise errors when preparing quotations.
- The extensive product expertise of sales employees should be secured in a CPQ system for the long term and new employees should be able to work from day one.

Results

- Brückner centralises the quotation process on itmX crm to manage customer relationships and sales activities and on camos CPQ to configure products, calculate prices and create convincing quotations.
- The CRM-CPQ duo replaces a total of 16 other programmes in the entire sales and quotation process.
- A standard quotation is now created on average 45 minutes faster than before the introduction of CRM-CPQ. In the case of complex quotations with customised products and specific requirements, the sales team now even saves several hours, as many work steps have been automated by camos CPQ.

Company

Brückner Maschinenbau GmbH & Co. KG

Location

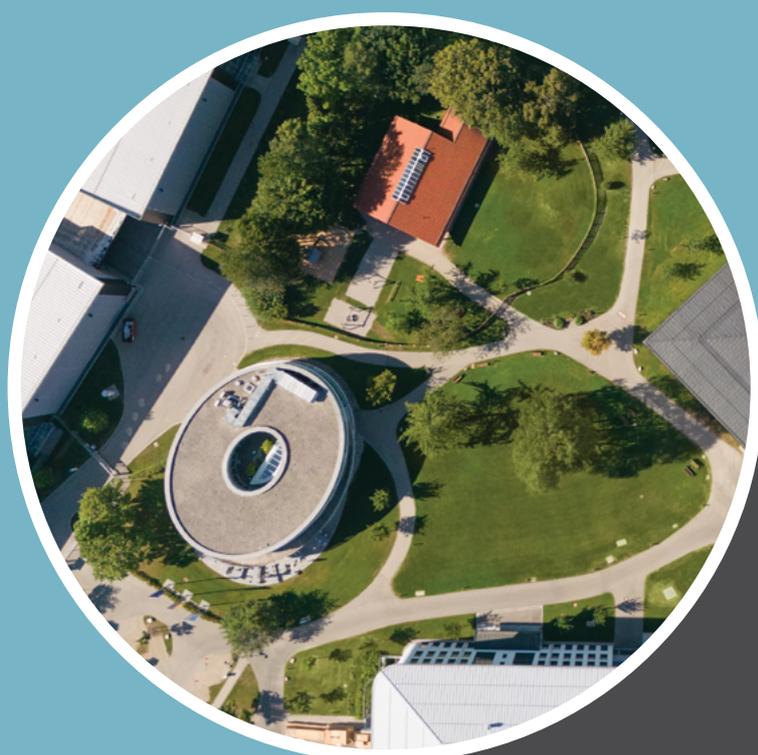
Siegsdorf (Headquarter)

Portfolio

Packaging film lines, lines for technical and speciality films

Internet

www.brueckner-maschinenbau.com/en



Brückner: Stretching the limits

Brückner Maschinenbau sets global standards in the production of biaxially oriented plastic films. With innovative technologies and customised system solutions, the company enables its customers to produce more efficiently, more sustainably and in the highest quality. Whether for packaging, technical applications or high-tech electronics – Brückner Maschinenbau develops pioneering solutions that have a lasting impact on the industry.

Potential in the sales process

In the past, Brückner was confronted with a challenging quotation process characterised by inefficient workflows and long processing times. The company had a heterogeneous system landscape with a variety of tools, including manual Excel spreadsheets, Word documents and other non-integrated applications. The sales staff had to use up to 16 different tools to create quotations – a time-consuming and error-prone process. In addition, the quotation process involved up to 85 documents that were manually managed and stored on different drives, resulting in a significant delay in the sales process.

Why CPQ and CRM?

Brückner wanted to utilise the advantages of CPQ and CRM synergistically in order to significantly improve efficiency and transparency throughout the entire sales process. Both CPQ and CRM systems are indispensable, especially when it comes to the sale of complex and varied B2B products: in this area, the purchase decision is made by several people – often as part of a ‘buying centre’ – and over a long decision-making period. In order to maintain an overview of the sales process, consistent and well-structured documentation of the information exchanged at contact level in the CRM system is an important prerequisite. At the same time, it is in the nature of variant-rich B2B products that they must be individually configured to meet customer requirements. This configuration process, pricing and the creation of appealing quotation documents can be optimally covered by a CPQ system. The full potential unfolds when CPQ and CRM interact optimally: In this case, the CPQ system accesses customer-specific information from the CRM system as part of product configuration, pricing and quotation creation.



On the road to success with CPQ and CRM

The implementation of our partner itmX's CRM solution and the camos CPQ solution has not only increased efficiency in the quotation process at Brückner Maschinenbau, but also significantly improved cross-departmental collaboration and knowledge transfer. itmX CRM supports Brückner by systematically recording all customer interactions and providing transparency across the entire sales process – enabling more efficient communi-

cation and well-informed decisions. camos CPQ optimises product configuration and quotation creation by accurately mapping complex product variants, automating price calculations, and drastically reducing errors in the sales process. Overall, this project demonstrates how the synergy of two well-designed technological solutions can significantly contribute to a company's success.



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The creation of standard quotations has been reduced by an average of 45 minutes per quote thanks to camos CPQ and itmX CRM. For complex quotation calculations, we now save several hours of time.

Markus Wendlinger, Process Expert at Brückner Maschinenbau GmbH.



camos CPQ – because everyone involved benefits

- Customer:**
- Orientation on their individual requirements
 - Clear idea of their product's properties
 - Information available ad hoc – offers virtually in real time

- Sales:**
- Faster offer process – higher success rate
 - Cross- and up-selling options for the system
 - Profit increase – rules for complying with discount limits
 - Centrally managed knowledge – sales without technical know-how



18% less
coordination with
other departments

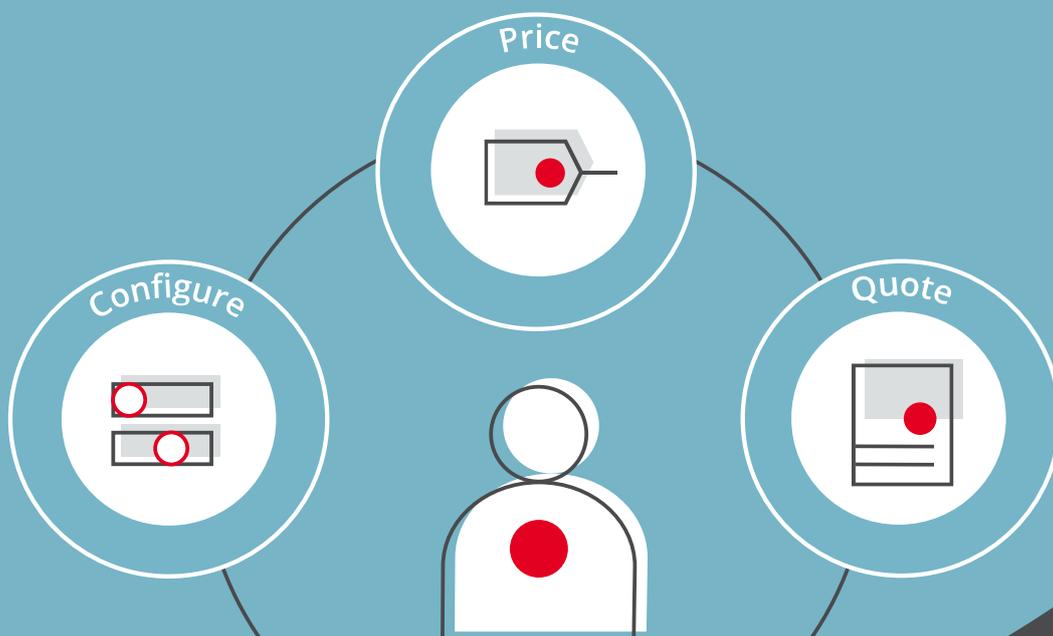


33% shorter
processing times for
creating offers

- Marketing:**
- Intelligent evaluation of sales data
 - Data on market and product trends
 - User interfaces and offer templates in the corporate design

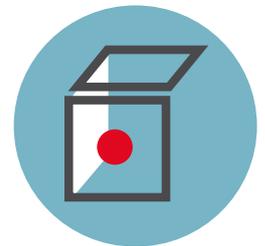
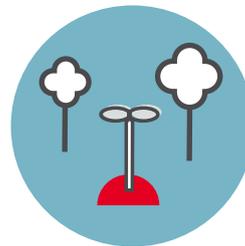
- Production:**
- Only technically correct and complete specifications
 - Scale effects through product modularisation reduce costs

- IT:**
- Fewer system disruptions – comprehensive configuration, calculation and sales tool



In support of camos

- 200 successful CPQ projects: leading provider in Europe
- One of the leading CPQ solutions for the B2B market since 15 years
- Notable customers with technically complex products such as Siemens, KONE, KSB or MAN use the software worldwide
- camos consults its customers in projects for the digitalization of sales as a strategic partner and offers a complete service portfolio for the introduction and customer-specific adaptation of the CPQ solution



Contact us for a demo



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