



USE CASE

CPQ at RSP: Quotes in minutes instead of hours

RSP is a family-run specialist in fan- and vacuum-based suction systems and suction dredgers. The company's core competence lies in manufacturing stationary and mobile systems for non-destructive material transport using air flow. To ensure that its sales department is just as precise as its technology, RSP has introduced the CPQ solution from camos.

Objectives

- Automatic validation of each product configuration to ensure error-free, implementable quotations.
- Europe-wide standardisation of the quotation process and across all sales and partner channels.
- A realistic experience of the vehicle during the quotation process to inform more precise decision-making.

Results

- Quotes are now created in minutes and are automatically verified and fully validated.
- All parties involved work on a central database with uniform pricing logic and quote layouts.
- The 3D visualisation shows the configured vehicle in photorealistic quality, making technical content and functions easy to understand.

Company

RSP GmbH

Location

Saalfeld (Headquarter)

Portfolio

Special industrial suction excavators

Website

www.rsp.com/en/



Precision in technology and sales

With its suction excavators, RSP is a technological pioneer in specialised industrial suction technology. These vehicles are used wherever conventional excavation methods are impractical, such as on narrow inner-city construction sites, when exposing sensitive pipes, or for ecological tree care. The airflow enables materials to be removed without causing damage, conserving resources in the process. This technical precision also shapes the demands placed on sales, such as the need for tailor-made vehicles, complex configurations, and meeting individual requirements in different markets. However, the diversity of the products made preparing quotations increasingly time-consuming. Different chassis, equipment, and country-specific regulations resulted in lengthy coordination between the sales and design departments. To standardize, accelerate, and secure this process technically, RSP decided to use camos CPQ, thereby creating the basis for a modern, digital quotation process.

When variants become a challenge

RSP vehicles are highly configurable, offering more than 200 configuration options and up to 14 different chassis types, resulting in a vast number of possible combinations. Some customers supply their own chassis, while others select from RSP's

recommended models from Mercedes-Benz, Renault, or Scania, each with its own technical specifications, installation spaces, and mounting points. Until recently, this wide range of variants was managed using a combination of ERP systems, Excel and Word. However, this process lacked centralised rule checking and did not ensure technical validity. „There was no automatic check to determine whether a configuration was feasible,“ explains Robert Hohl, Sales Project Manager at RSP, describing the initial situation. „As a result, each quotation often had to be reviewed several times by the design department.“

Different systems, individual work processes, and long communication channels between the sales team, the technology department, and partners – including both affiliated companies of the RSP Group and external dealers – often resulted in errors and delays. „If a customer wanted adjustments at short notice, the whole process would start again,“ recalls Hohl. „A quote could then take one to two days, and there was always the risk of overlooking a small technical deviation, which ultimately cost us a lot of money.“ These challenges catalysed the introduction of a solution that digitally maps product knowledge, integrates technical logic, and systematically ensures variant control. With camos CPQ, a manual, error-prone process has been transformed into a structured and fully traceable workflow.



CPQ at the heart of the „digital value chain“ strategy

With camos CPQ, RSP is gradually mapping the product logic of its suction dredgers onto a central platform. Three models are already fully integrated, with further models to follow. The system simplifies the vehicles' technical complexity and automatically verifies the plausibility of each selection. This enables the sales team to generate quotations that are both complete and technically correct. A finished and valid quotation – including price, equipment, and a 3D visualisation – can be produced with just a few clicks.

RSP benefits in particular from seamless integra-

tion into its existing system landscape. All configuration data is transferred directly to the proAlpha ERP system and the Windchill PLM system. Orders, bills of materials, and technical documentation are generated without manual rework, allowing information to flow continuously from customer requirements through to production. The quotation process has now become a central component of RSP's company-wide digital strategy, „Digital Value Chain“, which connects sales, project management, and design through integrated data flows.



“

What used to take hours, we now complete in minutes – and we can finally focus on the customer.

Robert Hohl, Sales Project Manager at RSP GmbH



3D visualisation: Gaining an understanding of the suction dredger before it is built.

3D visualisation is now a key element of RSP's CPQ process. In collaboration with an external partner, a cloud-based interface has been developed that enables the configurator to load 3D models of the vehicle quickly and reliably. This provides clear added value for customers, who can immediately see what their suction excavator will look like, including colour schemes, design variants, and individual equipment options. Even unusual colour combinations or customer-specific branding can be displayed.

The visualisation benefits both customers and the sales team by providing an instant overview of storage compartment locations, hose routing, and available configuration variants. „The customer can immediately see whether the vehicle meets their requirements,“ explains Robert Hohl. The visual representation also enables sales staff to identify customer requirements more quickly and specify them more precisely.

The solution also has an emotional impact. By introducing 3D visualisation early in the sales process, quotations become an experience that clearly differentiates RSP from its competitors. The sales team has received very positive feedback from customers on the visualisation and the professional appearance of the quotation documents.

Greater efficiency and faster quotation processes

The daily work of the sales team has evolved significantly since the system was introduced in 2024. Quotations for suction dredgers can now be produced much more quickly, and the design department is inundated with far fewer queries. Around 20 sales employees and several international partners now regularly use the system, experiencing a noticeable reduction in their workload. RSP now generates around 1,000 quotations per year using the system. A standard quotation that previously took around two hours to prepare can now be generated in just ten minutes, including full technical checks and validation. The time saved is now being invested in personal customer consultations and complex project enquiries. „Our work is much more focused today,“ says Robert Hohl. „We no longer waste time on coordination or error correction, but concentrate on what really helps our customers.“



Higher quality and strong team adoption

In addition to increased speed, the quality of quotations has also improved. They are now more consistent and transparent, giving customers greater confidence in their decision-making. New employees benefit from the fact that the system is embedded with knowledge about variants, rules, and pricing logic. Training times are shorter, and errors are virtually eliminated.

The solution's intuitive usability has also led to a high level of acceptance within the team. Many processes are self-explanatory, and even complex product structures are easy to manage. „The benefits are so clear that no one on the team wants to go back to the old system,“ summarises Hohl. „camos CPQ is faster, more reliable, and simply clearer.“



Structured implementation through agile collaboration

Working alongside camos, RSP mapped out all relevant processes, from pricing and approval workflows to integration into the system landscape. The project was implemented using an agile approach, allowing requirements to be added, tested, and adjusted at any time. „The collaboration was very structured yet flexible,“ explains Hohl. „If something needed changing, it was implemented straight away. That was crucial to the quality of the result.“ This close collaboration has resulted not only in a tailor-made solution but also in a clear framework for future digitalisation initiatives. RSP has also developed the capability to systematically model complex sales processes – expertise that will be applied across other areas of the business.

The next step: 24/7 vehicle configuration

RSP plans to further expand its digital sales operations. Prospective customers will soon be able to configure their vehicles directly via the website, using guided-selling features and accessing quotes 24/7. „Customers should be able to browse in the evening, configure their vehicle, and speak to our sales team the next day,“ says Robert Hohl. RSP is thus continuing along its chosen path of a seamless, digitally controlled quotation process – from the first click to the finished vehicle.

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

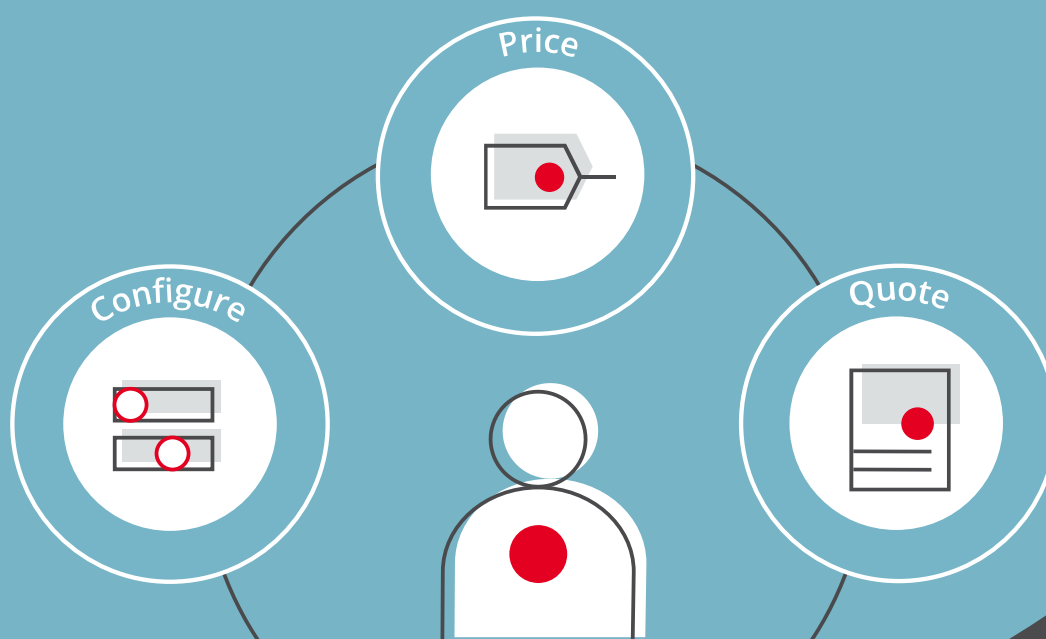


33% shorter
processing times for
creating offers

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

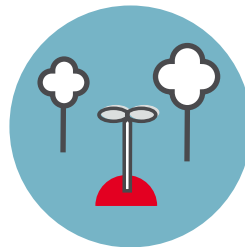
- Production:**
- Only technically correct and complete specifications
 - Scale effects through product modularisation reduce costs

- 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



Daniel Kaiser
+49 711 78066-12
d.kaiser@camos.de



camos Software und Beratung GmbH
Friedrichstraße 14
70174 Stuttgart, Germany
www.camos.de