



Schindler

USE CASE

Holistic CPQ solution:
focused on the customer

Schindler lifts, escalators, moving walkways, and transit management solutions are in demand around the world. It's not surprising – after all, they are not only technologically advanced, but can also be adapted extensively to customer requirements. And in order to further improve the user experience for builders and architects, sales staff and dealers, Schindler has introduced the camos CPQ solution.

camos.

Aims

- The aim was to make the entire configuration fit for the future – which required renewing the product strategy, modelling strategy and technology.
- The heterogeneous application landscape was to be replaced by a central CPQ solution – in order to establish a “single source of truth” and reduce the effort involved in preparing offers.
- And the configuration was to be made even more convenient for the different user groups, while the results would be visualised an even more appealing way.

Results

- Schindler’s new CPQ solution covers the configuration process end-to-end; on average, 3,000 quotes are created every day.
- All of Schindler’s locations around the world access a central backend and product model that contains all the rules.
- Interested parties and customers can independently and intuitively design their desired lift via a frontend integrated into the Schindler website. And sales staff and dealers use a frontend tailored to them, which can also be used to initiate an Engineer-to-Order process.

Company

Schindler IT Services AG

Location

Ebikon, Switzerland (headquarters)

Portfolio

Lifts, escalators, moving walkways and transit solutions Management

Internet

www.schindler.com



Schindler moves 1.5 billion people per day

The pyramids in the Egyptian desert have competition. Because the “New Administrative Capital” is currently being built east of Cairo on an area of 700 square kilometres. The future metropolis does not yet have a real name. But it is clear that it will become Egypt’s first smart city. High-tech is installed everywhere. So naturally Schindler is also supplying 129 state-of-the-art lifts for six office towers. For the company founded by Robert Schindler in Lucerne in 1874, the project is undoubtedly something special.

This is mainly because the overall plan is so extraordinary. After all, it’s not every day that a city emerges in the desert. The size and complexity of the project, on the other hand, are not so unusual. With a good 66,000 employees, more than 1,000 branches in over 100 countries and sales of around 10.64 billion Swiss francs, Schindler is one of the biggest players in the industry. In addition to lifts, the company’s portfolio also includes escalators, moving walkways and solutions for transit management. Schindler technologies are not just found in a wide variety of buildings – from residential buildings to hotels and airports. They can also be found in ships. All in all, Schindler moves one and a half billion people every day.



Singer, Business Process Manager at Schindler. “So our product range is correspondingly diverse.” In order to make the variety of products manageable and to be able to configure the optimal transport solution for each customer, Schindler had already introduced the SAP ERP module for variant configuration (LO-VC) in the mid-1990s and added the SAP CRM module SAP Internet Pricing and Configurator (SAP IPC) in the mid-2000s. There were also numerous individual solutions for different phases in the configuration process and at different locations. Urs Singer: “At some point, the organisational, procedural and technological configuration architecture no longer

matched our requirements – which have changed over the years.

That’s why we launched the ‘Fit for the Future’ initiative in 2015. As part of the project, all aspects of the variant configuration were to be redesigned: from the product strategy to the modelling strategy and IT.”



Schindler renews its product, modelling and technology strategy

“We cover different application scenarios all over the world and therefore have to meet many different requirements from our customers,” says Urs

The central goal of the demanding initiative was to offer all customers around the world a uniform and outstanding customer experience. “Seamless configuration” was also a goal in the product strategy. The idea here is that there should be fewer models overall, but more features should be able to be more comprehensively developed for each individual model. The aim was to level out what used to be a big jump from one model to the next larger one – an enormous advantage for customers. Schindler planned a layered approach for the modelling strategy. The “Generic Elevator Layer” provides the basic structure for all lifts. The globally applicable product-specific rules and price lists are defined in the “Global Product Layer”. And the “Local Product Layer” contains all local characteristics – from country-specific preferences for colours and interior elements to environment-related components such as air conditioning or heating to specifications that are due to the respective legal requirements.

A new CPQ (Configure Price Quote) solution was required just to be able to implement the new product strategy and modelling strategy. That is because the heterogeneous application landscape used previously could no longer do justice to the

future complexity. In addition, the central CPQ solution as a “single source of truth” should ensure that configurations are carried out with the same status at all locations worldwide at all times, the time-consuming comparison of characteristics via mapping tables is no longer necessary, and maintenance effort is reduced. The software should also map the configuration process end-to-end: from the independent configuration of a customer on the Internet to the transfer of the specification of a sold product to production. And finally, user interfaces should be provided, which customers, sales staff and those responsible at dealers can use to conveniently carry out configurations – regardless of their technological know-how.

camos convinces with efficient modelling

With this extensive catalogue of requirements, the 15-member team first gained an overview of the market. This resulted in a list of 50 providers, which was continuously reduced over several rounds. In the end, three providers remained. Urs Singer: “In



order to be able to make a final decision, we visited customers and looked at the solutions in practice. All three remaining suppliers also created a proof of concept for a sophisticated lift configuration. In the end, camos' bid convinced us – among other things because the object orientation of the software enables models to be built quickly, easily and effectively. There was also consistent global version management. Those were essential criteria for us.”

After the decision had been made, employees from various departments at Schindler and consultants from camos implemented the individual features in several streams based on the CPQ solution from camos. In addition to a central backend that contains all the rules, Schindler customers such as builders and architects, and Schindler sales employees can use a guided configuration approach integrated into the website to plan and design the desired lifts with just a few clicks in an early phase of the selection and decision-making process, and call up all information relevant to the offer via self-services. The users only provide information on a few basic facts – such as the height of the building, the number of floors and the number of people to

be transported. And the software determines how many lifts with which capacity are optimal for the application and visualises suitable models in three dimensions. In addition to the technical aspects, ideas for the interior design are also taken into account. This allows a lift to be created step-by-step that suits the individual requirements. Additional added value for potential customers: They not only receive photo-realistic images, but also technical drawings as PDF or CAD files.

Schindler sales staff and those responsible at dealerships also have significantly more options for configuring details via a separate frontend. In most cases, the product that suits the potential customers' requirements can be configured. If, in exceptional cases, this is not possible, Schindler sales employees can use the Engineer-to-Order feature to send an inquiry to Engineering. Engineering then receives all the data for the special construction, while Sales receives the information they need to communicate with the customer: especially the expected price and a possible delivery date.



3,000 quotes every day

The new CPQ solution went live on a large scale in 2020. "It was a very intense project with camos, and we completed it with mutual success," says Urs Singer. "But of course there were sometimes problems and different opinions. That's not surprising with such an extensive project. The fact that we've always found a way forward together constructively, even in difficult situations, shows that we made the right choice of in a partner with camos."

Since going live, around 3,000 quotes have been created every day using the CPQ solution – the one million mark was broken in 2021. The feedback from the various user groups is consistently

positive. This is due on the one hand to the improved user experience. And on the other hand, the use of the globally uniform and cross-departmental software has led to an increased awareness of a common corporate language. Characteristics and features are clearly defined and stored in the CPQ solution. This not only makes communication within the company easier. The Schindler brand is also strengthened for customers.

The CPQ solution has certainly already proven itself successfully in practice. But this is not the end of the story for Schindler and camos. There are already plans to integrate the software into the new CRM system and into the Digital Twin Initiative.



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The software from camos has not only allowed us to implement a CPQ solution with which we are currently setting the standard in our industry. It has also given us a solid foundation to embrace digital innovations for years to come.

Urs Singer, Business Process Manager at Schindler IT Services AG

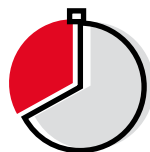
camos CPQ – because everyone involved benefits

- 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

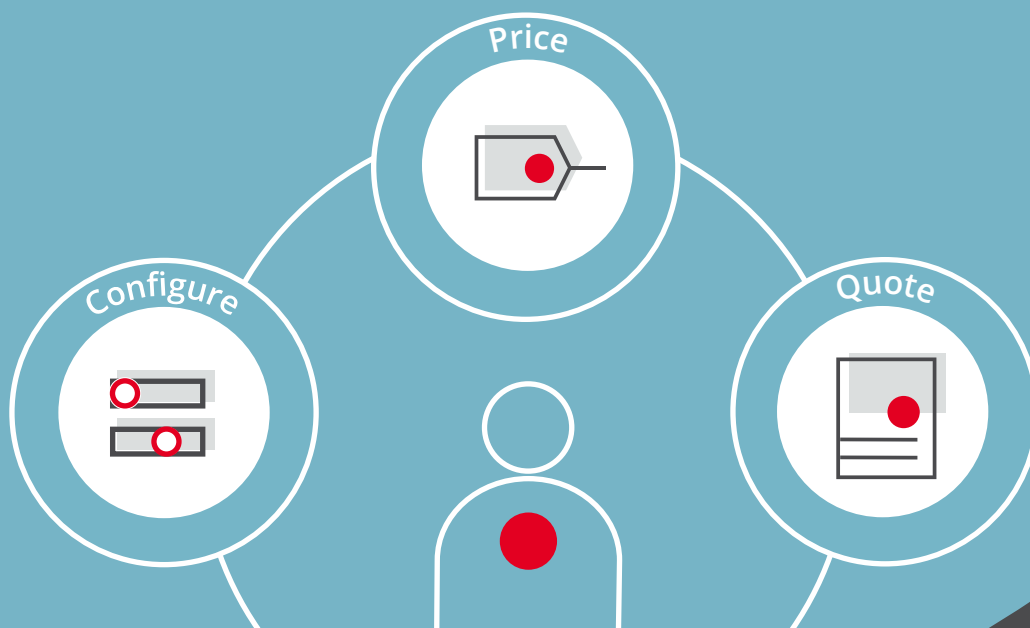


Ca. **33 %** shorter
processing times for
creating offers

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

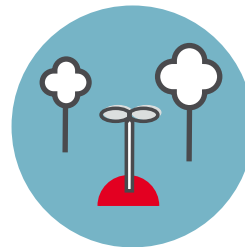
- Production:**
- Only technically correct and complete specifications
 - Scale effects through product modularisation reduce costs

- 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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