

Press Release

November 2018

29th camos user meeting in the Maritim Hotel in Stuttgart

Supporting the Customer Journey in B2B Trade with CPQ Solutions

Stuttgart, 22 November 2018 - Increasing expectations on the marketing of complex and individual solutions is leading to higher demands on the digital configuration and offer process. Against this backdrop, CPQ solutions have developed into a strategic tool for the entire life cycle of solutions and products. As a reflection of the customer solution, the digital product model increasingly forms the basis for the entire value process. At the 29th camos user meeting, these developments and their consequences were the key themes. The software and consulting company had invited the users of its CPQ solutions (Configure Price Quote) on 7 and 8 November 2018 at the Maritim Hotel in Stuttgart. More than 200 guests and colleagues attended numerous specialist lectures, with many opportunities for exchange and networking. The event was rounded off by the evening programme with “The Physikanten”, who brought the participants closer to the world of physics in an entertaining way.

In his opening speech, Managing Director, Michael Hüllenkremer gave an overview of what effects progressive digitalisation has on trade in B2B and what solutions camos CPQ will provide in the future to successfully design the transformation to the digital trade process. “Trade of the future will only be successful if we can offer customers the information they need at all times, through a perfect Customer Journey. camos CPQ is the perfect solution for ensuring the elements of modern B2B trade on the basis of one system: from mobility in sales, to visualisation of individual solutions for customers, to omni-channel trade.” Michael Hüllenkremer.

BearingPoint: New Business Models in Service on The Basis of The Digital Twin

Sven Gehrman, Senior Manager at BearingPoint described the increasing importance of configuration for the whole life cycle of solutions and products in his speech on the basis of new service models. As a reflection of the customer solution, the digital product model forms the basis for the entire value process. This is particularly interesting for companies who want to offer new business and service models for their machines and systems.

NKT and Schaeffler: Two of Many Practical Examples

In their speech Sebastian Appel (Senior Process Engineer CRM & CPQ) and Sebastian Schönberger (Process Engineer CPQ) at NKT presented how large projects in energy supply with very high investment volumes (> one billion Euros) can be precisely configured and calculated across all locations. As the first customer for the new camos Costing and Pricing module, the speakers enthusiastically presented how easy it is to make costs and margins for the project transparent in the offer phases.

Bettina Berlet, Project Coordinator CAE Integration for Schaeffler and Thomas Schulz, Interaction Design Expert, Agentur Siegmund gave an impressive overview of the redesign of the user guidance and UIs of the product configurators at Schaeffler. The focus of the project was the considerable improvement of the User Experience. Significant project aims were the implementation of a guided configuration process and increased user acceptance by simplifying the processes in the application.

camos extends the CPQ solution with new modules for the digital offer process

Our customers adapt the trade process to the changed Customer Journey in their markets. The online distribution channel is thereby gaining importance, even for complex products. Information on individual solutions must be available at all times. Visualisation of configuration plays an important role. With the new module, visual configurations, camos presents the optimal tool for 3D visualisation of configurable solutions and projects.

The more individual the solutions become, the more important it is to have integrated calculation of costs and prices. The 'camos Costing and Pricing' module provides CPQ users with a solution for mapping their calculation, which always calculates the right price based on the correct costs.

With camos CPQ, we offer users a solution for mapping all requirements of their digital offer and ordering process. This is for us the most important aspect when further developing the applications and the platform. Users benefit from modules for each phase in the offer process and can thus react well to customer requirements." explains Michael Hüllenkremer.

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About camos Software und Beratung GmbH

With [camos Quotation](#) and [camos Configurator](#), Stuttgart-based camos Software und Beratung GmbH has developed one of the leading CPQ software solutions (Configure Price Quote) for quotation generation and [product configuration](#) in the B2B market. camos is the competent partner for customised design, implementation, integration and introduction of [CPQ solutions](#). [Prestigious customers](#) with technically sophisticated products such as Siemens, KONE, Liebherr and MAN are using the software on a global basis, both as a mobile application for field sales and also integrated within ERP systems (e.g. SAP ERP) in-house. With around 100,000 named users, particularly in the field of mechanical and systems engineering, camos is the foremost provider in Europe within this segment.

Your press contact:

Daniel Kaiser

Marketing & PR Manager

Telephone: +49 711 78066-12

Fax: +49 711 78066-60

Cell: +49 178 7806612

Email: d.kaiser@camos.de

Internet: www.camos.de