



Invitation  
31. camos  
usermeeting



## Exchange of experience, CPQ trends and practical presentations: **The 31st camos usermeeting on 24 & 25.11.2021**

The **new reality of B2B sales** is digital. This is the key message of a recent study by the consulting firm McKinsey & Company. What initially started as a reaction to the contact restrictions caused by the pandemic is becoming a normality. A new normality that is irreversibly changing the buying behaviour of B2B decision-makers. Buying and information processes are moving into the digital world. Only those who adapt their sales processes to this new reality will be able to compete in the long term.

At our camos usermeeting, you will receive answers to the following question in **practical presentations**: „How do I adapt my sales process to the new sales reality with camos CPQ?“. You will learn why the complete digitisation of the **customer journey** is becoming a fundamental requirement and how the customer can be reached with the right information at the right time, even without personal contact. You will also see how online configuration with 3D visualisation helps to inspire the customer on an emotional level. During the breaks and at the sociable evening event, you will have enough time to **exchange experiences and network** with other users.

### What you can expect:

- You will hear updates about camos and the camos software products from the directors and employees (*camos*).
- **Benno Löffler** (*Vollmer & Scheffczyk*), will give a keynote on agility in mechanical engineering to show why competitive strength in wild markets has little to do with processes.
- **Mischa Hollenstein** and **Murat Diemer** (*Geobruigg*), take you on a journey of strategic process optimization and CPQ integration.
- **Lukas Rohland** and **Urs Singer** (*Schindler IT Services*), present the Schindler End-to-End Sales Configuration Journey from the customer to the supply chain.
- **Benjamin Mund** (*Trützschler*), presents how sales efficiency for textile machines was increased with the camos CPQ solution.
- **Lars Zwanzig**, **Dominik Wagner** and **Han Xi**, (*Siemens Gas and Power*), provide insights into the global rollout strategies of camos CPQ at Siemens Energy in various business processes and explain how quality is ensured by automated test runs.
- **Rainer Fink**, **Christoph Sadei** and **Daniel Goldberg** (*Progress Group*), talk about the introduction of camos CPQ as a homogeneous and standardized tool that configures customized machines and plants for precast concrete production.
- **Jens Palm** and **Alexander Dangel** (*Liebherr-Werk Biberach*), show how the digital sales process for tower cranes has been relaunched. The focus is on an integrated approach of CRM and CPQ that starts with the lead and ends with the deal.



# Agenda 31. camos usermeeting

## DAY 1

24. November 2021

09:00

Registration of the participants

10:00 – 10:15

Welcome (Moderation: Carina Jantsch)

10:15 – 10:45

**News from camos – figures, data, facts, strategy**

*Simon Märkle | CEO | camos*

10:45 – 11:15

**News from camos development**

News, highlights, future developments

*Steffen Lorscheider | CEO | camos*

11:15 – 11:45

Coffee break | Visit of the information points

11:45 – 12:15

**The new reality of B2B sales**

*Ferhan Renner | Sales Manager | camos*

12:15 – 13:45

Lunch | Visit of the information points

13:45 – 14:30

**Why competitive strength in wild markets has little to do with processes**

*Benno Löffler | CEO | Vollmer & Scheffczyk GmbH*

14:30 – 15:15

**Gebrugg meets CPQ – a journey of strategic process optimisation**

*Mischa Hollenstein | Head of Digitalization | Gebrugg AG*  
*Murat Diemer | Product Manager | Gebrugg AG*

15:15 – 15:45

Coffee break | Visit of the information points

15:45 – 16:30

**End-to-end sales configuration journey**

*Urs Singer | Lead Global Business Process Management | Schindler IT Services AG*

*Lukas Rohland | Lead Global Sales Configuration | Schindler IT Services AG*

16:30 – 17:15

**Increasing sales efficiency for textile machines with a central CPQ solution**

*Benjamin Mund | Sales | Trützschler GmbH & Co. KG*

17:15 – 19:15

Come together | Visit of the information points

19:15

Evening event

# Agenda 31. camos usermeeting

## DAY 2

25. November 2021

09:00 – 10:00

**camos Develop – news, addons and highlights**  
*Steffen Lorscheider | CEO | camos*  
*Matthias Schubert | Head of Technical Product Management | camos*

10:00 – 10:30

**Customer journey & guided selling – from budget quote to firm quote**  
*Torsten Schmidt | Team Leader Consulting | camos*

10:30 – 11:00

Coffee break | Visit of the information points

11:00 – 11:30

**camos CPQ 365 – innovations and highlights**  
*Ingo Haller | Product development | camos*

11:30 – 12:00

**Best practice approaches for product modelling**  
*Thorsten Rudorff | Senior Consultant | camos*  
*Juliane Wendler | Technical IT Consultant | camos*

12:00 – 13:30

Lunch | Visit of the information points

13:30 – 14:15

**International rollout strategy of CPQ & quality assurance**  
*Lars Zwanzig | Program Manager | Siemens Gas and Power GmbH & Co. KG*  
*Dominik Wagner | Software Architect | Siemens Gas and Power GmbH & Co. KG*  
*Han Xi | Software Developer & Trainer | Siemens Gas and Power GmbH & Co. KG*

14:15 – 15:00

**Implementing camos CPQ in the Progress Group**  
*Rainer Fink | Team Leader SAP | Progress Software Development GmbH*  
*Christoph Sadei | Head of Project Development | Progress Maschinen & Automation*  
*Daniel Goldberg | Sales Back Office | EBAWE Anlagentechnik GmbH*

15:00 – 15:45

**From lead to deal – integrated approach of CRM & CPQ**  
*Jens Palm | Product Owner | Liebherr-Werk Biberach GmbH*  
*Alexander Dangel | Software Developer | Liebherr-Werk Biberach GmbH*

15:45 – 16:00

Farewell, end of the event



## Participation fee

The **participation fee** is € 480.00 (plus 19 % VAT).

The following services are included in the fee:

- Participation in all presentations
- Consultations during the usermeeting
- Conference documents for download
- Lunch on both days of the event
- Dinner and evening event on 24 November 2021
- Conference drinks and refreshments during the breaks
- Visiting the information points

If you have any questions about the usermeeting, please feel free to contact Ms. Pester at +49 711 78066-10 or by e-mail at [B.Pester@camos.de](mailto:B.Pester@camos.de)

Event information:

<https://www.camos.de/en/usermeeting/>

