



Detailed information about the presentations camos Usermeeting 2022.

Keynote: Modern work & innovative technologies as a gamechanger for the sales process

We live in turbulent times: Corona, supply chain problems and the war in Ukraine are causing disruptive changes. What are they and how should companies face them? How do modern Work and innovative technologies help to make the most out of the opportunities offered by the change process? How can more leads be generated in sales, products be offered more efficiently and more turnover be achieved? Stefan Eller (Managing Director) will answer these questions in his keynote.

itmX GmbH

Implementation of the new configuration platform & integration into the Festo omnichannel strategy

Patrick Deuscher (Head of IT Sales Operations & CPQ) provides insights into the project procedure for implementing a new configuration platform. He presents the modelling approach and explains how the seamless integration of the configurator into the Festo e-commerce and omnichannel tools was achieved.

Festo SE & Co. KG

CPQ@Magirus – Highlights from zero to go live

Martin Mögel (Head of Tender & Order Engineering) and Dr Florian Dambietz (CPQ Business Process Expert) look back on the first CPQ project year and present their highlights. You will learn how the optimal foundation for the project and the modeling in camos Develop was created with a pre-project for a configuration-oriented product architecture at Magirus. You will also learn how predefinitions at the top configuration level for an entire product are used as a starting point for budget quotes and how products are configured in line with the Magirus standard. The engineer-to-order workflow and the presentation of a classification tool developed in-house complete the presentation.

Magirus GmbH

Smart Sales – Mobile CPQ as a sales booster

Karl Schulz (Business Development Consultant) will present how BD Rowa has succeeded in using camos CPQ to configure products and offers in a smart, mobile way and in direct exchange with prospective customers. You will learn how this creates an inspiring customer experience early in the customer journey that is decisive for the purchase decision.

Becton Dickinson Rowa Germany GmbH

With new product and quote configuration to consistent and transparent processes for sales, product management and costing

Manuel Keilich (Head of Process Management & Business Applications) presents the integration and interaction of CPQ and SAP. Participants will learn how the large number of variants at Brückner Maschinenbau GmbH & Co. KG can be handled efficiently through optimized internal processes and automated interfaces.

Brückner Maschinenbau GmbH & Co. KG

Digital Sales with the Liebherr Earthmoving Configurator: Configure construction machinery intuitively via the company website

Oliver Autenrieth (Head of Competence Center Sales) and Jochen Baur (Head of Portfolio Management Sales) will show how Liebherr meets individual customer requirements with customised earthmoving and material handling machines, which consist of over 1.000 equipment features and are configured on the basis of camos. Participants will gain an insight into how Liebherr's Earthmoving Configurator enables customers and prospects to configure construction machinery intuitively via the company website in a self-service process.

Liebherr Hydraulikbagger GmbH / Liebherr-EMtec GmbH