

CUSTOMER SUCCESS STUDY

CUSTOMER SUCCESS STUDY: MANITOU

DECREASED ORDERING TIMES FROM 30 DAYS DOWN TO 1 DAY
WITH PROS CAMELEON CPO



Unlock Your Data • Unleash Your Sales

PROS®



SUMMARY

Following a rich history of innovation, Manitou has become the world leader in rough-terrain forklift trucks by pursuing a strategy that each truck should be customizable to meet the exact requirements of every customer.

Manitou is an international company with 17 subsidiaries doing business in more than 140 countries, and has developed a broad line of lift trucks, compact loaders and aerial access platforms.

Manitou deployed PROS Cameleon CPQ to optimize complex selling and ordering processes for their sales channels worldwide.

PROS Cameleon CPQ is used by Manitou field sales, dealers and order administration to manage customers and contacts, to select products from an electronic catalog, to configure and place orders and to ensure complete order accuracy and real-time sales follow-up.

CHALLENGE

Manitou's business includes complex configure-to-order products, 17 subsidiary companies, 80 field sales representatives, and more than 1,400 dealers around the world. Manitou wanted to optimize their sales processes to overcome several challenges :

- Lack of visibility to dealers' order pipeline
- High error rates in quotes and orders
- Frequent back and forth between sales and engineering to validate configurations
- Difficulty and delay with communicating product changes to the field



SOLUTION

PROS Cameleon is used by Manitou field sales, dealers and order administration to manage customers and contacts, to select products from an electronic catalog, to configure and place orders and to ensure complete order accuracy and real-time sales follow-up.

Field sales, dealers and order administration all use PROS Cameleon CPQ to better manage the sales process.

Manitou sales reps use the solution to interact with the indirect dealer network and capture accurate opportunity and order statistics coming from the channel.

Dealers have access to the entire Manitou catalog online to research and download technical product information, configure products, obtain dealer negotiated purchase prices and place orders that are 100% accurate.

Moreover, Cameleon is integrated with other Manitou information systems to provide dealer self-service access to order status and account balances.

Lastly, domestic and international order administration use PROS Cameleon to take orders for configurable products. The seamless integration with Manitou's ERP system eliminates errors and reduces order-to-production cycle times, as Cameleon takes each customized order and automatically generates accurate Bills-of-Materials, routings and technical data sheets.

RESULTS

Manitou's former paper catalog was bulky and difficult to navigate, which made it hard for order administration to take orders without technical assistance. The implementation of PROS Cameleon CPQ as a common selling and ordering solution for the sales team and dealers produced many concrete results. The average time to configure and place an order was reduced from 30 days to 1 day.

With Cameleon, the catalog is electronic and always up-to-date, eliminating configuration and pricing errors. Manitou is able to distribute their catalog to all sales channels in a consistent and uniform manner. With PROS Cameleon CPQ, Manitou has also increased the average revenue of each order by automatically providing up-selling and cross-selling options to dealer sales reps.

More than 70% of dealer orders are now entered through the online dealer portal embedding Cameleon. This eliminated the manual processing of most orders and significantly reduced sales costs, resulting in a direct positive impact on company revenue and margins. Going forward, Manitou will also allow their dealers to purchase services, such as extended warranties, over the web.

"Our entire domestic and international sales organization uses Cameleon to place orders for customizable products. The benefits of Cameleon are obvious; increased productivity, elimination of errors and a reduction in sales and production cycle times."

Christian Hermann
Chief Information Officer



About PROS

PROS Holdings, Inc. (NYSE: PRO) is a big data software company that helps customers outperform in their markets by using big data to sell more effectively. We apply years of data science experience to unlock buying patterns and preferences within transaction data to reveal which opportunities are most likely to close, which offers are most likely to sell and which prices are most likely to win. PROS offers cloud solutions to optimize sales, pricing, quoting, rebates and revenue management across more than 40 industries. PROS has completed over 800 implementations of its solutions in more than 55 countries. The PROS team comprises approximately 1,000 professionals around the world.

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