User report

SimonsVoss

CAS **Merlin CPQ**

Simple mapping of complex requirements

The vision of a keyless world - with digital locking solutions from SimonVoss, has been a reality in many buildings around the world since 1996. Reknowned for its simple installation, a high level of security, high-quality design and integrability into existing systems all of which goes hand in hand. With the support of CAS Merlin CPQ, the team opens the doors to the optimal, customized solution.

The more than 4.4 million locking systems installed worldwide alone speak for the success of Simons Voss, a company that proves its pioneering position not least through its success in the TOP 100 innovation competition. To open a door, an employee needs nothing more than a transponder, which is manufactured in Germany. SimonsVoss is a company of the ALLEGION Group – a globally active network in the security sector. Allegion is represented in around 130 countries worldwide.

"Whether digital locking cylinders, door fittings or integrated readers/controllers - selling these locking systems requires a highly qualified and knowledgeable sales team on the one hand and a configuration solution that takes the customer's individual scenarios into account on the other," explains Dipl.-Ing. Marc-Antoine Cousin, Business Development and Strategic Initiatives Leader at SimonsVoss. This is precisely where CAS Merlin CPQ comes into play.

Decision for international roll-out

CAS Merlin CPQ is used to create prices for around 1300 product units with millions of configuration options. What's more, SimonsVoss sells its products in a dual system via 2000 sales partners in more than 12 countries. "Our customers speak different languages. That's why we need a solution that reconciles different languages, currencies and product descriptions. That's why we decided to introduce CAS Merlin CPQ for all countries and in seven languages in the first step. This had the great advantage of integrating the respective requirements across the regions into the system in one go," says Marc-Antoine Cousin.

Creating added value step by step

Various factors played an important role in the introduction of the project. Above all, there was a clear deadline: We had to ensure that the system was ready for use on time. "In order to meet all the requirements, we opted for the minimum viable product (MVP) approach. Through intensive discussions with sales staff and users, we determined which functions should be included in the standard version. This enabled us to start the project with a basic framework, which we were then able to continuously expand," says Cousin. In subsequent releases, the use of CAS Merlin CPQ was continuously expanded in order to create further added value for everyone involved.

In addition, a key requirement was to ensure that the office team could continue to work continuously and access the project data at any time. Scattered individual documents

such as PDFs or Excel spreadsheets became obsolete thanks to the data migration to CAS Merlin CPQ.

Standardized database for central PIM

Another primary goal of the introduction of CAS Merlin CPQ was to establish a single source of truth. Instead of a multitude of Excel, Word and PDF documents, there is now a single central repository: the so-called PIM (Project Information Management). All descriptions, prices in different currencies and other relevant information are centralized within this PIM. This consolidation makes it possible to manage the entire project effectively and efficiently via the PIM.

High demands in daily consulting

The long-term nature of many proejcts at SimonsVoss give rise simultaneously to benefits and high demands in practice: As part of the entire consulting process, it is necessary to create a large number of sales documents. These include binding price documentation for customers and corresponding quote documents. "Our company works with various project partners who bid for projects. It is ultimately up to the end customer to decide which partners to commission," explains Marc-Antoine Cousin. "The successful applicants then receive the tender prices. These prices relate to the individual components, which are the building blocks of the configuration that we present in our quotes."

The advantage: In future phases, whether in months or even years, orders may be received for a specific project that relate to offers and articles that have already been configured. This is when CAS Merlin CPQ shows its strength, because prices can then be calculated automatically and, if necessary, price changes can be updated. Before using CAS Merlin CPQ, this was very time-consuming for the SimonsVoss office staff: prices had to be adjusted manually and then notifications sent out. "Thanks to the automation functions of CAS Merlin CPQ, we have now been able to speed up this process significantly," says Marc-Antoine Cousin.

Fully digitalized collaboration processes

The introduction of CAS Merlin CPQ has since made it possible to increase the efficiency of project costing across all departments and to use automatic price adjustments. "A key advantage of CAS Merlin CPQ is that it speeds up collaboration between product management, back office and field service," explains Marc-Antoine Cousin. In the past, these interactions were characterized by e-mails, phone calls or face-to-face meetings. Now this process is completely digitalized. CAS Merlin CPQ, as the central sales tool, plays a crucial role in this. It enables the sales department to set project prices and create various document types. In addition, a surcharge module enables the automatic calculation of prices for ordered items. Thanks to the integration with CAS genesisWorld and the interface to the existing ERP system, the back office can now calculate all prices automatically at the touch of a button.

Holistic processes in one solution

"It is crucial for us to use a solution that enables our team to manage all tasks centrally without our employees having to access different systems. This allows us to ensure that each team member can manage everything from their own area without interrupting the flow of work or relying on external resources. This integrative approach makes processes much easier and contributes significantly to optimizing the way we work," says Cousin, underlining the claim in practice.

Price calculations seven to eight times faster

"Originally, this project was about price management. Price updating has now not only become much simpler, it has also become seven to eight times faster. There are also noticeable time and cost savings in order processing. Instead of calculating prices with a calculator, all you have to do now is press a button and the product prices are updated automatically," says Cousin, summing up the overall success of using CAS Merlin CPQ.

Conclusion: Good planning is the key to success

Cousins is convinced that the introduction of CAS Merlin CPQ was so successful because it was seen not just as an IT project, but as a business project. After all, as is so often the case, good planning and organization was the key. The creation of a core team with international key users and representatives from each affected department contributed significantly to the successful implementation, as decisions could be made quickly and jointly at any time. Individual training sessions also helped to get all employees and partners on board and create a high level of acceptance.

> *» The lively exchange with the CAS Merlin CPQ team enabled us to find the optimum solution together. This cooperative partnership proved to be extremely valuable. With CAS Merlin CPQ, we have created the basis for continuing to be efficient and customer-oriented in the future on the basis of a comprehensive solution, even in our long-term project business. «*

Dipl.-Ing. Marc-Antoine Cousin
SimsonsVoss

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View references

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