



# Infor Configure Price Quote solutions for furniture manufacturing

## Overcome varied obstacles

As a furniture manufacturer, you face many complex business challenges. You have to offer hundreds or thousands of options and expect that virtually every order is a unique one that must be fulfilled accurately and efficiently. But your make-to-order (MTO) business model isn't your only complex challenge. Household and office furniture manufacturers must also contend with intense price competition from low-cost countries, a high sensitivity to shifts in the economy and interest rates, numerous safety and environmental regulations, and shortages in skilled labor.

There's only one way to keep up—create a strategy that increases the effectiveness and efficiency of sales, manufacturing, engineering, and marketing, thereby enabling increased sales, reduced costs, and a stronger brand. Infor® Configure Price Quote (CPQ) solutions are designed to help companies that manufacture and sell custom furniture and window treatments meet these strategic objectives.

## Increase sales

With Infor CPQ, you can give your sales force and distribution channel powerful capabilities to address all of your customer's specific requirements. Anyone who sells your products will have the tools they need to quickly and easily find the exact configuration of dimension, color, fabric, finish, and hardware that meets a customer's requirements.

**Boost sales performance.** Significantly reduce the learning curve for new sales reps, so they can quickly attain better quote-to-order ratios. You'll be able to capture the best sales strategies of your experienced sales reps and share this knowledge with less experienced sales people, who can successfully guide a buyer through various options and ultimately make the sale.

**Make it easy for dealers.** Make it easy for retailers and other distributors to quote their own product add-ons and services in order to present a single integrated

quote to the customer. You'll become the easiest brand for them to sell. As a result, your distribution channel can help you reach more customers and deliver a better combination of products and services.

**Help customers visualize their order.** Provide your sales team with visualization tools to use in the ordering process, so customers see realistic images of style and accessory choices they make for furniture pieces or window treatments. By enhancing their buying experience with personalized renderings of the final product, you'll enhance your sales.

**Better manage product transitions.** Manage transitions quickly and easily as you create a new line-up of offerings. You can roll out new fabrics, finishes, dimensions, and pricing electronically and according to your exact plan. You can also roll out minor product and price changes at any time to incorporate new innovations or adapt to new sales strategies.

**Upsell more effectively.** Sales reps receive tools to help them offer high-margin accessories and features that improve the profit-per-sale. As the order is configured, reps can see the projected profit, so they can make suggestions that meet margin objectives and customer requirements.

## Reduce costs

With Infor CPQ solutions, you can reduce costs and speed sales by improving order accuracy, automatically generating sales documents, and decreasing manual input.

**Deliver the perfect order.** Ensure customers have made all the necessary choices and that the order you submit to manufacturing reflects the exact configuration, is on time, and arrives at the expected costs. By providing the perfect order, you'll avoid the time, effort, cost, and customer frustration caused by delivering the wrong product.

**Automate manufacturing instructions.** Dynamically create bills of materials (BOM) and manufacturing instructions on the fly, and integrate with your ERP system to store these instructions with the production orders. Also generate 2D drawings and 3D models of products and assemblies to clearly show the shop floor what to build. These dynamic instructions and drawings reduce errors that can creep into even the most well-run manufacturing process.

**Reduce labor requirements.** Dramatically reduce the labor required to fulfill an order. You'll be able to create a rules-based BOM process to avoid labor-intensive creation of thousands or even millions of "star parts" with all possible combinations of product choices. Because the manufacturing instructions are recorded only once, you can introduce product innovations more quickly and eliminate the production of price books. In addition, you won't need to rekey orders into your ERP system since they were already configured in the quote system.

## Strengthen your brand

You'll be able to differentiate your company from competitors with Infor CPQ. Make the ordering process smooth and enjoyable for customers, while increasing efficiency and accuracy. By delivering exactly what the customer ordered—on time—your sales channel will be able to sell more custom furniture and window treatments, increase after-sales service, and generate repeat business.

**Innovate faster.** Customers prefer manufacturers that provide innovative features that meet their needs better than competitors. Infor CPQ solutions help you accelerate the pace of innovation. Instead of low-value-add, repetitive selling assistance, engineers focus more on high-value-add innovations in products, styles, and features.

**Create a consistent buying experience.** Customers interact with various people on your sales team when ordering. Whether they're exploring on the web, picking features on an iPad in a retailer's showroom, or talking with a sales rep on the phone, Infor CPQ solutions ensure your products are represented the same way, every time. When your sales, field, and customer service teams work together, customers are reassured of your company's enduring quality.

**Deliver quality.** Customers switch brands when an order is late and doesn't reflect the desired configuration. Infor CPQ solutions make it possible to attain the same level of quality for your made-to-order products that customers expect from off-the-shelf products. First, Infor CPQ perfectly captures the customer requirements and presents them for confirmation. In addition, the solution automates the creation of the bill of materials and manufacturing instructions to build each product, and can send them directly into the ERP system to manufacture.

Infor configure price quote solutions for household, office, and institutional furniture and window treatments provide tools that help increase your sales, reduce your costs, and differentiate your brand.



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