



# Manufacturer gets custom price-quotes to customers 5x faster with Nintex

European material-handling manufacturer formerly needed 10 days or more to generate complex, custom quotes from among thousands of possible configurations. With Nintex workflows, it takes just 2.

**Organization**

Material-handling equipment manufacturer

**Industry**

Manufacturing

**Country**

Sweden

**Business situation**

Manufacturer wanted to get custom price quotes to its customers faster and more accurately than it could with manual processes and decentralized systems.

**Solution**

The company adopted Nintex Workflow and Nintex Forms for a dynamic, context-sensitive, highly automated workflow.

**Benefits**

Speeds time to deliver custom price quotes from 10 days down to 2 days  
Boosts price-quote accuracy

Results in higher customer acceptance rate

Supports migration from on-premises to cloud

# Boosting competitive advantage with process automation

Every manager knows that time is money. At this material-handling equipment manufacturer, they've taken that motto to heart with a solution that gets proposal prices to customers faster, helping the company to win more of its special orders.

Technology has long been central to manufacturer, which provides forklifts other warehouse equipment and services to a broad sweep of industries in the European and global markets. The company's innovative use of technology goes beyond the composition of its products and services, to also include how it services those products.

And now, the manufacturer is using technology to generate prices for highly sophisticated, even unique, customer-specified product configurations both faster and more accurately than ever before. It's reduced a process that previously took up to 10 days or more to just 2 days. Responding faster to customers—actually, to the distributors who sell to the end-customers—is the essence of competitive advantage.

It translates into more wins—and thus more sales and revenues—from customers who aren't tempted to go elsewhere while they're waiting for price quotes.

While the delay in generating custom prices was never desirable, it was understandable. The manufacturer receives about 10,000 such requests each year from customers who want to specify more than 140 variables for at least seven truck types, resulting in many thousands of possible custom combinations.

Producing custom quotes also took calculation and review by engineers, who often had to get requirements clarified and confirmed—resulting in delays—before they could complete their work. Many customers have similar specialized requirements, but finding the right quotation from among those already composed was another challenge, since proposal documents could reside in any of a variety of servers and email systems.

To solve these challenges and produce faster, more accurate price quotes, the company turned to the Nintex Process Platform.

# A faster, more accurate process

*“We’re using Nintex to handle more price-quote requests more quickly and accurately, and customers are responding with higher acceptance rates for those quotes.”*

— Application Specialist

The use of Nintex for the more agile process, called the Special Design Request (SDR) solution, was a perfect fit for the manufacturer, which already used SharePoint as one of its underlying data repositories.

With the SDR, distributors acting for customers access a dynamic, context-sensitive Nintex Form via a company SharePoint portal. To ease the process, the form includes photos and only shows relevant options, dynamically adjusting those options as distributors work with the form. Helping distributors to only develop viable configurations also ensures that the rest of the process goes smoothly, without having to bounce forms back to distributors or engineers for clarification and correction.

When the requested configuration is complete, Nintex Workflow automatically pulls pricing data from the manufacturer’s ERP system into the SDR and forwards the result to engineers for review. Those engineers can discuss options with distributors in a discussion/ chat forum with transcripts and all other data saved in a centralized SharePoint location. The Nintex Form uses dynamic exchange-rate data to show accurate pricing in local currencies, a crucial feature given that the manufacturer serves distributors and customers as far away as Australia. Managers can track and analyze aggregated price-quote data via a Power BI dashboard.

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*“It’s important that we take the complexity out of what we do so we can do it better and faster. We’re doing that with Nintex.”*

— Developer



## **Solution results in higher acceptance rates for new quotes**

The company is using Nintex to handle more price-quote requests more quickly and accurately, and customers are responding with higher acceptance rates for those quotes. So far, the solution has been a great success.

And other business units have noticed. They’ve requested at least another dozen Nintex-based solutions to handle processes as diverse as warranty claims processing, employee vacation requests, and long- and short-term equipment rentals.

As the manufacturer migrates much of its infrastructure to the cloud, it plans to take the Nintex solutions with it; Nintex also supports the cloud-based SharePoint Online and Office 365 services that the company is adopting.

### **About Nintex**

Nintex is the global standard for process management and automation. Today more than 10,000 public and private sector organizations across 90 countries turn to the Nintex Platform to accelerate progress on their digital transformation journeys by quickly and easily managing, automating and optimizing business processes. Learn more by visiting [www.nintex.com](http://www.nintex.com) and experience how Nintex and its global partner network are shaping the future of Intelligent Process Automation (IPA).

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