

“Sofon offers us flexibility in a constantly changing market”



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 Willy Keller HEAD OF THE INTERNAL SALES DEPARTMENT

Bollegraaf Recycling Machinery is a global supplier of machines for the recycling industry. Its product portfolio includes balers, sorting systems, shredders, conveyor belts, star screens and reel splitters. Bollegraaf uses Sofon Guided Selling to configure, calculate and generate sales documents for these machines. Harry Buter (IT-manager) and Willy Keller (Head of the Internal Sales Department) explain their choice of Sofon and discuss the implementation and obtained results.

Bollegraaf easily configures complex products with Sofon

FROM EXCEL TO SOFON

In the past Bollegraaf used a customized calculations application built in Excel. The company, however, met the limitations of this application with the growing complexity of recycling installations. Keller: “At a certain point Excel just couldn’t handle the amount of data we required. The application jammed with the risk of losing part of your data, which of course was quite annoying and not a viable business option. However, what was even more concerning was that different people could produce different calculations for the same product.” Buter adds: “When the Excel calculation was completed it had to be converted into a Word document. This took a substantial amount of time and because it had to be done manually, there was always a chance of mistakes, and the risk of us selling combinations that can’t be produced, was unacceptably high.” Excel’s limitations gave Bollegraaf a reason to search for a dedicated sales support system. Bollegraaf opted for a system that could handle configurations and calculations uniformly. Keller: “Besides that we wanted to

improve standardization, build bills of materials during the configuration, generate sales documents and get a connection to our ERP package. Sofon could fulfil all our wishes.”

IMPLEMENTATION

Bollegraaf has almost its complete supplies program integrated into Sofon along with the products of their sister companies and suppliers that are used in the installations. Buter: “I started importing all relevant product knowledge involving one of our products. Based on this model, the Internal Sales Department then made their quotations. This gave us the opportunity to gain some experience, before I would start importing the more complex products.” The complexity of the combinations rests particularly in the amount of different parts. Keller explains: “The combinations we supply are real projects. A large project may contain more than a hundred different products. These installations are built with more or less standard products, but these standard products will have to fit into a larger entity. So we have to make adjustments



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per customer involving dimensions, speed, the fabric on the belt... This is what makes it all so complex.” These complexities have been overcome with Sofon. Keller: “Now that the product knowledge is integrated into Sofon we are able to configure products on the basis of a question-and-answer set-up. These questions are put in a logical order in which defaults and exclusions are used. This phrasing already leads to the solution, enabling us to create a flexible model.”

ALL GOALS REALIZED

Sofon has been live for some time at Bollegraaf and all of the original goals have been realized. Buter: “The linking to our ERP system MS Dynamics AX works seamlessly. All info is directly available when a sales order is created. This information is distributed to our ERP system through Sofon and we are immediately able to start purchasing and production.” Also Bollegraaf’s quotations look far better than before. Keller: “When we produced the first quotations with Sofon we received many positive reactions from our existing customers. They thought that the quotations looked more professional and complete. That’s what we like to hear. One is entitled to expect a good quotation when installations will cost a couple of hundred

thousands or even millions of euros.” At the moment Bollegraaf makes consistent quotations in several languages: Dutch, English, German, French and Spanish. Buter: “Sofon contains standard texts. This allows us for instance to convert a Spanish quotation into a Dutch with just one key stroke – proving quite handy when you don’t speak Spanish. You will still know exactly what is offered.”

FLEXIBILITY

Bollegraaf’s quotations did not only improve on content and lay out, Bollegraaf also managed to save time during the quotation process. Buter: “Questions are less often forgotten, the lay out is immediately correct and mistakes are prevented. If we still had to produce our quotations the old way, everything would get jammed internally. Our sister companies Lubo and Bollegraaf Logistics are also positive about Sofon: they saw the results we achieved. So we would like to implement Sofon there, too. We also plan to use Sofon internally in a broader perspective. We want to generate the quotations from our Service Department with Sofon and CRM is also on the agenda. Sofon has enough flexibility to be usable in many directions, which is critical in a marketplace that is constantly changing.”

WHAT DID BOLLEGRAAF ACHIEVE WITH SOFON?

- Contribution to process of standardization
- Overcoming complexity of processes
- Seamless link to ERP
- Possibility to build bills of materials during configuration
- Time saving during quotation process
- Less control needed because quotations are immediately complete, consistent and error free
- Professional quotations in different languages
- Flexibility in a constantly changing market

