

“Thanks to Sofon our quotation lead time went down from 1.5 weeks to 1.5 minutes”



f.l.t.r. Erik Poliste LEAD SALES APPLICATION ENGINEER
Mark Verhoogh SALES APPLICATION ENGINEER
Piet Bekkers PROJECT MANAGER
Martie Heijnen GLOBAL ACCOUNTS DIRECTOR

NOV ASEP Elmar is a manufacturer and supplier of standard and client-specific products (specials) for the oil and gas industry. This includes advanced winching systems that meet the strictest requirements in the area of safety and company security. NOV ASEP Elmar has branches in the Netherlands, the United States, the United Kingdom, the United Arab Emirates, Australia, Singapore, Russia, Malaysia and China. NOV ASEP Elmar uses Sofon's standard software worldwide and has seen wonderful results since. Together with Martie Heijnen (Global Accounts Director), Piet Bekkers (Project Manager), Erik Poliste (Lead Sales Application Engineer) and Mark Verhoogh (Sales Application Engineer) we take a look at these changes.

NOV ASEP Elmar generates error-free, uniform quotations in no time

OPTIMIZING QUOTATION PROCESS

NOV ASEP Elmar traditionally worked according to the principle of engineer-to-order. However, they wanted more standardization. Apart from that, NOV ASEP Elmar wanted to optimize the whole quotation process. Heijnen: “We wanted to make it possible for our sales people at home and abroad to produce quotations independently. That would bring us some time savings.” Poliste explains: “Salesmen at our foreign branches were not able to produce quotations, rather all quotations were made in the Netherlands. Because of the time difference and the difficulty of working a quotation out by hand, it often took 1.5 weeks for a client to receive a quotation. It was clear that this was taking too long.” NOV ASEP Elmar then started looking for a system that could solve these problems. Bekkers: “We looked at various solutions. We wanted a client-directed system with professional output. The configurator in our ERP package and custom-made software did not meet our requirements. But Sofon offered us everything we were searching for.”

IMPLEMENTATION

Implementation at NOV ASEP Elmar went well. Bekkers: “Before we purchased Sofon, we had already started a process of standardization, but Sofon accelerated the process. We had a clear idea of what we wanted to realize within a certain time and with the available man power. All the steps, tasks and responsibilities were mapped-out beforehand.” Verhoogh adds: “Erik Poliste and I were responsible for storing product knowledge in Sofon. We started by gathering and storing both our own knowledge and that of colleagues. Now various branches supply their own input concerning, for example, changes in products. After that Erik Poliste or I enter the information in Sofon, so it can be shared with the rest of the world. However, all our branches remain responsible for the correctness of the information they supply. This job is taken very seriously.” It is clear that NOV ASEP Elmar has included their staff in every step of the process. Heijnen: “The introduction of Sofon was a big change for many: sales staff were not used to making their own quotations. We have created support by asking for input from staff and then actually using what they gave us.”



“Thanks to Sofon our quotation lead time went down from 1.5 weeks to 1.5 minutes”

QUOTATION LEAD TIME DRASTICALLY DECREASED

NOV ASEP Elmar has achieved measurable results using Sofon. Poliste explains: “Previously it cost 1.5 weeks to produce a quotation. These days we only need 1.5 minutes. I show people this with a demo at the beginning of our training sessions. I go through the configuration and generate a quotation, with an hourglass beside me. Our sales staff reacted very enthusiastically and were eager to work with Sofon. Now, sales staff at home and abroad have Sofon on their laptops. They always have the information they need with them.” Heijnen adds: “Sales people can produce quotations anywhere: at the office, at the airport, at home or on location with a client. This saves a lot of cycle time. Especially now our foreign branches produce their quotations independently.”

PROFESSIONAL, ERROR-FREE QUOTATIONS WITH REALISTIC PRODUCTS

Quotations are now not only produced more quickly, but the risk of error has become much smaller. Poliste: “Previously we made quotations from an Excel sheet, which included all the parts that make up our products. Based on personal knowledge, a selection of these parts was made. In this way, we sometimes offered products that we actually did not or could not make. Now the logic of connected parts is stored in Sofon. You go through a question-and-

answer set up, which already contains certain defaults and exclusions. Now, every configured product is actually and realistically possible to make.” Heijnen adds: “Then a professional quotation is produced, which looks much better than it would have in the past. Apart from that, quotations are uniform throughout the whole NOV ASEP Elmar organization. Previously, two quotations for the same product could look totally different. Even the price could vary. Thankfully, that is no longer possible.”

COMMUNICATION BETWEEN SALES AND ENGINEERING IMPROVED

Sofon has improved communication and understanding between the Sales and Engineering departments. Poliste: “Because they are using Sofon, Engineering knows that Sales will only offer products that can actually be made, and Sales always knows about changes to products in time. That creates trust.” NOV ASEP Elmar also gets positive reactions from customers. Heijnen: “The best example is from a former employee of NOV ASEP Elmar who is now a customer. The former employee used to produce quotations the old way and was now confronted with Sofon. He immediately wanted to know why we hadn’t purchased Sofon years ago. He would have loved to work with it as we also enjoy it very much. We have a lot of plans with Sofon. The assessment of Sofon’s CRM package – the Sales Organizer – is on our calendars.”

WHAT DID NOV ASEP ELMAR ACHIEVE WITH SOFON?

- Speeding up of standardization process
- Quotation process improved and optimized
- Quotation lead time decreased from 1.5 weeks to 1.5 minutes
- Professional, error-free and uniform quotations
- Sales people at home and abroad can produce quotations anytime and anywhere
- Knowledge is stored and useful
- Each configured product is possible to make
- Communication between Engineering and Sales has improved

