



Success Story

Precise Offers that Inspire

Digital Quote Management



The Company

Milling, drilling, reaming, turning: The machining of components made from metal or fiber-reinforced plastics in the automotive and aerospace industries, tool and mold making, or mechanical and plant engineering consistently requires the highest levels of precision and expertise.

MAPAL Dr. Kress KG, a leading supplier of precision tools since 1950, proudly stands for maximum precision and experience in the machining of metal and plastic components. With a global sales team and an extensive product portfolio, MAPAL is a trusted partner for customers worldwide. In order to meet the increasing demands of the manufacturing industry, MAPAL focused on digitalization at an early stage. With the introduction of SAP Sales and Commerce Cloud and SAP CPQ, the company has created a basis for establishing global standards and consistent data structures. Supplemented by the integration of the 3rd party software Zovoo, the wide range of products is managed efficiently.

The goal: seamless, digital quotation management that not only optimizes processes, but also gives sales staff more time for the essentials – direct contact and advising customers. With this strategy, MAPAL is creating an end-to-end customer experience and strengthening its position as a technology leader in the manufacturing industry.



The Challenge

Digitalization in the manufacturing industry is no easy task: highly complex products, global marketing, and increasing competition form the starting point.

MAPAL, a manufacturer of precision tools for metalworking, sees itself as a technology partner to its customers. The company aimed to deliver even better customer service through improved transparency, consistent data, and global standards. To achieve this, MAPAL began investing early on – developing an open, digital, cloud-based platform for collaborative data management. The introduction of SAP Sales Cloud and SAP Commerce Cloud marked another key milestone in the company's digital transformation journey.

The next step: to create end-to-end processes that deliver optimal customer experience across all channels. A crucial component of this strategy is the implementation of SAP CPQ along with the third-party software Zovoo, which supports MAPAL in managing its extensive quote portfolio. **The Goal:** To establish a digital, standardized quote management system that integrates seamlessly into MAPAL's SAP-based infrastructure – giving the sales team more time for what truly matters: customer interaction.



MAPAL



Manufacturer of precision tools for metalworking



**Headquarters: Aalen, Germany
Subsidiaries in 25 countries**



5,000 employees worldwide



**Implemented Solutions:
SAP Sales Cloud, SAP CPQ,
SAP Commerce Cloud, Zovoo**

Precise & Digital Quotes for Highly Complex Products

SAP CPQ (Configure, Price, Quote) supports the MAPAL sales team in quickly configuring their complex products. These are converted into a quote with the right product combination and at the right price for the customer in order to win the order.

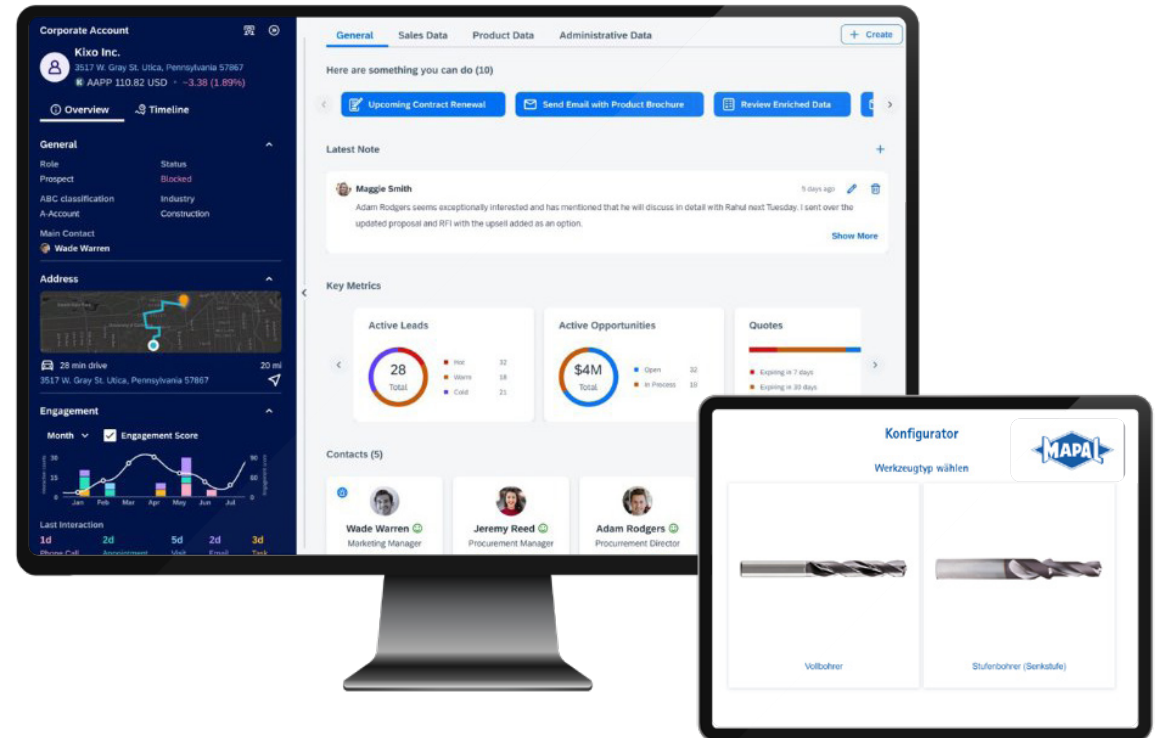
- End-to-end quotation process with start in the SAP Sales Cloud
- Product catalog incl. connection to Zoovu (configuration & guided selling)
- Pricing in the catalog without quotation reference
- ERP integration (bidirectional quotation replication)
- Quotation printing & dispatch via CPQ



„Trust and teamwork make it possible to take challenging paths.“

Dennis Winter,

Manager Digital Product Experience Product Automation



left: Start in the Sales Cloud (demo), right: Product Configurator (live system)

CPQ and Zoovu – a Perfect Match

Zoovu Guided Selling enables the MAPAL sales team to identify the right product in SAP CPQ. A configuration option in the customer portal for requests for quotations is also planned.

- Product configuration and customer-specific prices via SAP Configuration and Pricing Services (using the variant configuration in the ERP as a basis)
- Bidirectional quotation replication with SAP ERP enables a view of product availability and delivery times
- Creation of appealing quotation printouts for the customer
- Full integration into the SAP Sales Cloud and SAP ERP to map the entire Lead2Order process



Conclusion

With the SAP CPQ software in combination with the Zoovu Guided Selling tool, MAPAL's precision tools can now be offered even more precisely. The quotation process is carried out without system interruption and thus fits perfectly into the existing SAP CX solutions.

The sales team and MAPAL sales partners are able to carry out simple to complex product configurations without errors and create standardized, yet flexible and visually appealing quotations. Precise quotations that inspire.

In short, the new solution is the perfect addition to MAPAL's sales processes.

We Create CX Champions.

500+

customers

350+

employees

100%

customer-centric

No.1

in CX across Europe

Top 10

IT employer

25+

years of experience



**Let's Take the Next
Step Together!**

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