

SUCCESS STORY 2019

Satisloh

Digitalizes And Globalizes Their Sales With In Mind Cloud

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your Company
success!



The Company

satisloh

Satisloh, part of Essilor Group, is a global leader in machine manufacturing for ophthalmic and precision optics lenses with a 95 years history of innovative lens manufacturing solutions for surfacing, grinding, centering, polishing, coating and finishing equipment.

Having a worldwide presence, Satisloh strives to provide ongoing local service and support for their solutions and tools to ensure maximum customer satisfaction.

Website

<http://www.satisloh.com>

KEY FACTS

Company Name

Satisloh AG, Member of the Essilor Group

Industry

Mechanical Engineering

Products/Services

Machines for the ophthalmic and precision optics industry; consumables, tools and services support

Headquarters

Baar Switzerland

Subsidiaries

10

Number of employees

950

Revenue

305

Million Euro
(without Essilor Group)

Company History

95
Years

The Challenge: Extended Sales/Production Cycles And High Cost Of Error

Satisloh, headquartered in Switzerland, is manufacturing configurable machines for the ophthalmic and precision optics industry on a global market. Aiming to balance customer requirements and target margins, Satisloh's sales teams around the world were challenged by the following:

- Heterogeneous, partially manual quoting practices across regions leading to extended cycle-times, inaccurate prices, non-producible product configurations, sub-optimal product combinations and wrong business terms
- Manual order processing leading to delays and missed opportunities especially in the spare parts and consumables business
- Largely manually composed business forecasts leading to inefficiencies and missed opportunities to fill pipeline gaps and optimize manufacturing utilization
- Speed to bring innovation such as new feature to salesforce and market
- Limited capability to forecast demand with impact on lead times during order processing and fulfillment

Extended sales and production cycles in combination with a high cost of error and therewith lost revenue led Satisloh to rethink their commercial approach.

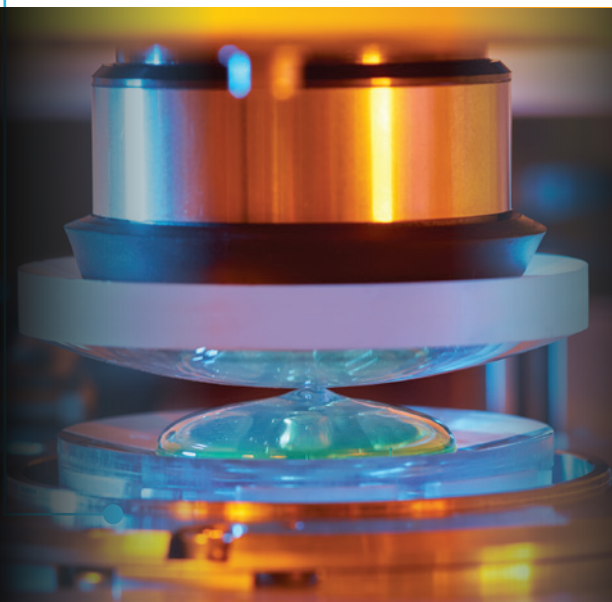


Will Daniels

Head of Global Aftermarket Operations
of Satisloh explains the initial situation
of the company:

“Every region of our sales used a different platform to provide customer quotation, which led to incorrect pricing and configurations as well as outdated terms & conditions. Customer satisfaction is our utmost priority which is why we waved quoting errors in pricing 100% in favour of our customers. Ultimately, we were losing hundreds of thousands of dollars in equipment deals due to misquotation.”

Satisloh's main strategic goal became to unify all their quoting to provide accurate prices, correct Terms & Conditions and error-free approval processes for national and international sales teams: namely to digitalize and globalize Satisloh's sales organization.



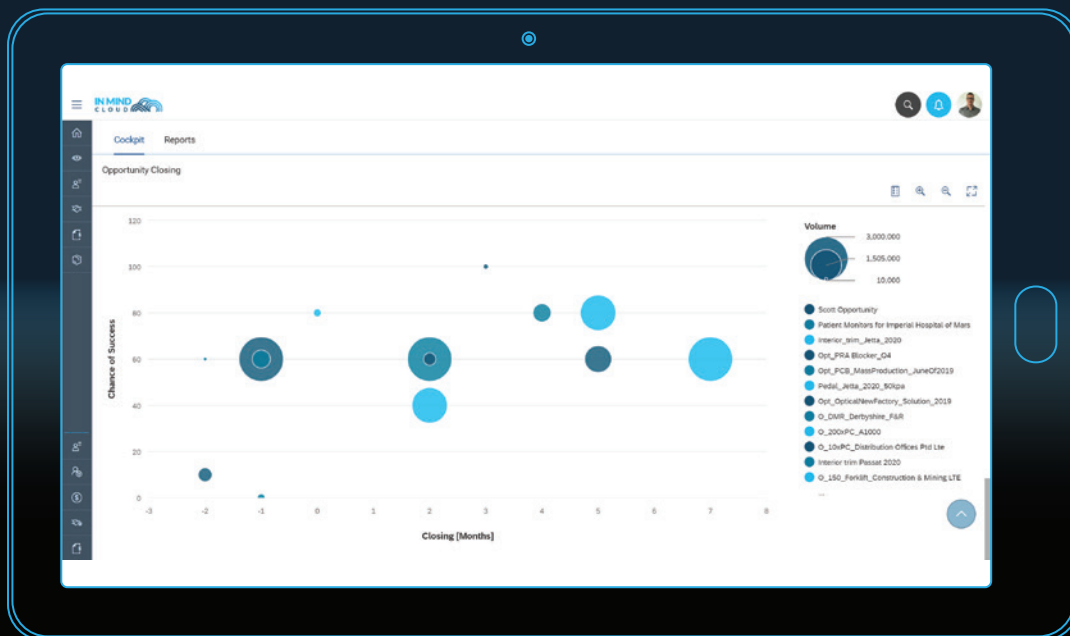
The In Mind Cloud Solution

Following Satisloh's goals In Mind Cloud provided and customized a solution for them to digitalize their sales and tackle their specific challenges.

In Mind Cloud's solution includes: **Sales Management, Sales Simplification, Sales Optimization** and **Engineering Sales Modules** with Configure Price Quote functionality, fully integrated into SAP C/4 and SAP ERP.

Sales Management

Making Fast And Informed Business Decisions
With Accurate Forecasts



Accurate Pipeline Forecast to manage, prioritize and upsell profitably to the highest customer satisfaction



Productivity Analytics to connect insights about Satisloh's production with sales pipelines



Opportunity Prioritization to enable acting on the most profitable business opportunities and fast conversion



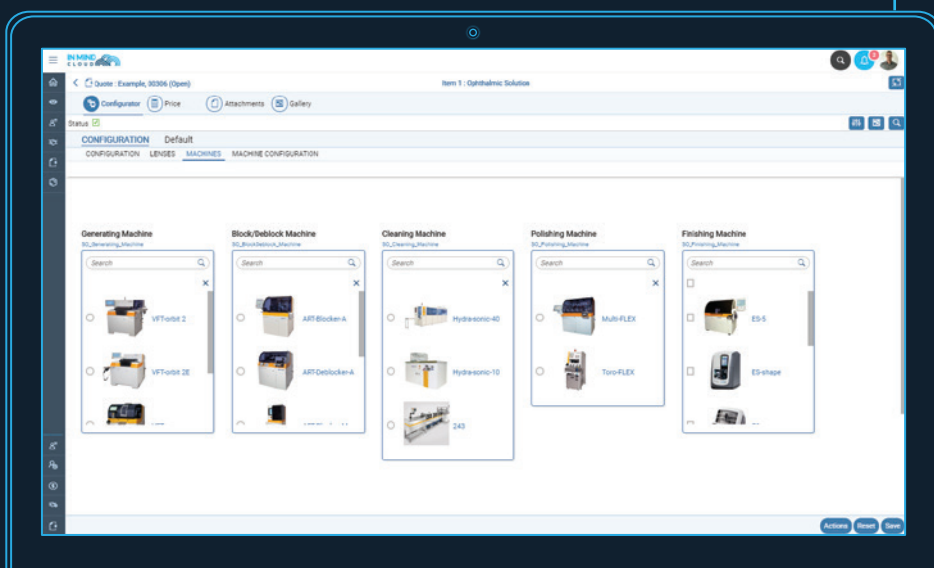
Process Orchestration to empower Satisloh to globalize and scale their business flexibly and integrate seamlessly into front and back-end systems

Sales Simplification

Fast Manufacturing-Ready Quotes



- Sales Guidance** helping Satisloh's global teams to spend less time quoting and more time actively selling supporting regional product and configuration strategies



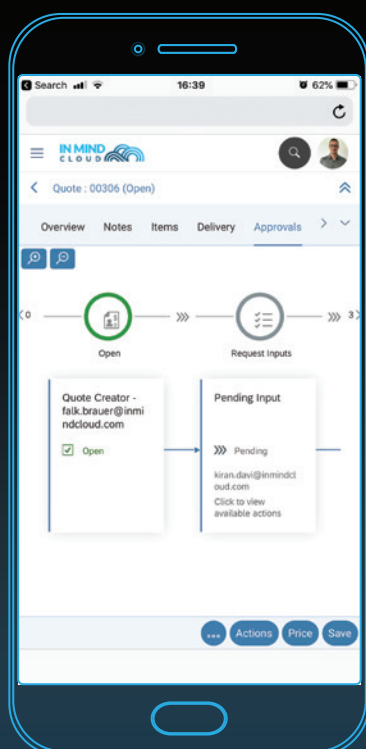
- Interactive Costing & Pricing** making relevant data available to compute and calculate costs and prices in real-time with consistent and always up to date price information from SAP ERP via External Pricing



- Proposal Generation** to create standardized, branded and compelling localized sales documents for complete, consistent and fast proposals including advanced price break downs

Sales Optimization

Global Pricing And Margin Control



- Discount & Margin Management** to deliver viable quotations even faster whilst adhering to complex discounting rules supporting regional pricing strategies and market dynamics



- Sales Collaboration** bridging knowledge to people while capturing all relevant data in one system including routing and approval management

Engineering Sales

Speedy Time-To-Quote At Lowered Cost Of Sales



Tender Composition with creation and maintenance of product models in Excel and direct upload to the system



Production Knowledge to centralize and provide constantly changing price and cost information throughout the entire life-cycle of Satisloh's projects and end-to-end accuracy via creation of Sales Orders in SAP ERP

Excellent Collaboration And Straightforward Implementation

“The implementation was very straight forward with a time frame of 4 months while the collaboration with In Mind Cloud was excellent and the team very flexible,” Will Daniels explained.

With In Mind Cloud's scalable solution Satisloh has been able to achieve fast roll-outs to their global sales teams and is now planning to enhance aftermarket sales to meet growing customer demands and increase market penetration.

Future Plans: Maximize Revenue Via Sales Portal

With the mission to promote a high level of customer satisfaction and at the same time to maximize revenue, Satisloh is planning to digitalize and streamline their aftermarket sales via In Mind Cloud's Sales Portal module. Satisloh's goal is to offer spare parts, consumables and services to configure and order directly via a seamlessly connected e-commerce portal. With this step Satisloh ensures the accuracy of configurations and prices for aftermarket sales with the least cost of sales and increased revenue through improved customer experience.

The Results: Globalized Sales Boost And Shortened Time-To-Market For Innovations

Business Operations: Speed-to-Market for Satisloh's innovations to overtake the competition

One of the key benefits that Satisloh achieved with In Mind Cloud's solution was to accelerate speed-to-market for new products and features and to produce manufacturing-ready quotes with accurate costs and prices in a very short time.

Will Daniels reports: "Thanks to In Mind Cloud, our product models are now being managed by the business side. This boosts our agility on the market to a maximum and reduces lead times significantly. In the last year Satisloh introduced 23 new technologies and features and we were able to bring these innovations to the market almost instantaneously. In the past this would have taken us 4 weeks."

Operating in a global and competitive market, for Satisloh the digitalization of their sales was of utmost strategic interest. "Every deal means everything to both, us and our competitors, so every deal is extremely important. In Mind Cloud's solution allows us to keep our fingers on the pulse and loose as little as possible in this race."

Financial Impact: Business Growth And Lowered Cost Of Sales And Production

In addition to shorter sales cycles and a rise in sales efficiency, Satisloh was able to increase bottom as well as top line profitability:

"Within the first year of sales operations after implementation of the CRM and In Mind Cloud's solution, we experienced a 3-5% growth. Overall deal closure rates improved, and the solution helped us to focus on the most important opportunities, as well as to execute these sales deals flawlessly," Will Daniels summarizes the financial impact of the sales digitalization measures.

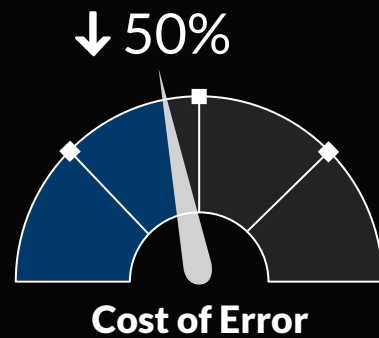
"Through providing accurate quotes with accurate terms and conditions we were able to save a massive amount in wrong orders per year. Additionally, the number of changes in production dropped from 26 product changes to less than 5 contributing to the massive savings that we achieved during the past year."

Strategic Goal Achievements: Accurate Forecasts Empowers Satisloh's Decision Making And Product Management

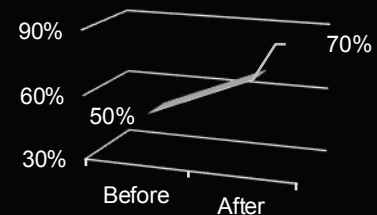
With the introduction of the CRM and In Mind Cloud's solution Satisloh's decision making was empowered via accurate forecasts extending from production to sales to future product management.

“Pipeline simulation and forecasting capabilities have given us the ability to fill in the gaps in sales and production pipelines. Before, our production floor used to have peaks and valleys, now we are able to balance sales performances and keep production stable. Furthermore, accurate production forecasts including the likelihood of the deal to complete to entire configuration and costing details helped us to improve accuracy in forecasting 4 times. We can now see the performance of each machine or product to be sold, how many lost deals we have and what might be the reason for that. We can quickly make decisions on pricing adjustments and product management to achieve strategic goals and ensure future growth”, Will Daniels explains.

Due to the combined values of a shortened R&D-to-revenue time frame, increased turnover from higher deal volumes and closure rates plus an improved decision making via forecasting accuracy, Satisloh was able to secure their market position as a leader in machine manufacturing for the optics industry.

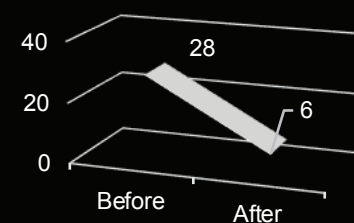


Forecast Accuracy



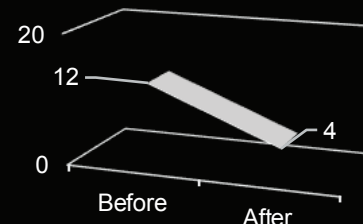
Change in Orders

[nb. of changes per order]



Order Lead Time

[weeks]



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