

SUCCESS STORY 2019

Interplex Transforms Their Sales With In Mind Cloud

Contact us to plan
your Company
success!



The Company



Interplex is a leading customized applications provider offering build-to-specification solutions trusted by top-tier companies across a multitude of industries. Interplex's ability to design, develop and produce mission-critical products and solutions tailored to specific end applications stem from their long-standing commitment to technology and innovation.

Website

www.interplex.com

KEY FACTS

Company Name

Interplex Holdings Pte Ltd

Industry

Manufacturing Services / Precision Engineering

Products/Services

Application development and manufacturing solutions for complex precision mechanical and electro-mechanical components and assemblies

Headquarters

Singapore

Subsidiaries

30

Plants across
14 countries

Number of Employees

13,100

Company History

Over **60**
years of history

The Challenge: Manual And Decentralized Sales Resulting In Inaccuracy And Reporting Pitfalls

Image credit : Interplex

Interplex designs, develops and manufactures high precision parts that are used for automotive, communication, household appliances, automation, medicals and electrical circuit control systems. Their mission is to provide customers with the highest quality, volume-appropriate production yields, all while maintaining maximum cost-efficiency. With a high number of engineering programs, design and development projects, Interplex promises to deliver “Any solution, Anywhere™”.

With the nature of this business involving massive engineering and development efforts, and difficulties stemming from multiple plants, Interplex faced the following main challenges:

- Decentralized, highly independent locations yield to manual, ad-hoc and disparate RFQ procedures and costing procedures
- RFQs require collaboration between project and various costing teams across locations leading to cost of error, unsatisfying cycle time
- Highly competitive market, need to hit sweet spot between customer’s budget restrictions and profitability targets, especially for long running projects and mid to long-term cost-structure projections
- Need for cross-location benchmarking to optimize competitiveness and fulfill customer requirements due to different plant capabilities and cost structure
- Missing transparency from top management and across locations leading to inaccurate business forecasts

Jia Wei Chen
Project Manager of Interplex

explains another critical part of the before situation:

“Previously it required a lot of templates, diagrams and spreadsheets, combined with a high manpower effort to consolidate details for any kind of sales reporting and forecasting. But in our industry, accurate on-the-spot reports are vital to make fast and informed decisions.”

The pressure of increased global competition and Interplex’s strategic target to become a leading multi-technological solutions provider with a high number of trusted long-term customers led Interplex to transform their sales.

The In Mind Cloud Solution

Supporting Interplex's mission, In Mind Cloud provided customized solution to transform and unify their engineering and sales processes and hit their specific targets.

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

Sales Management

Fast & Informed Business Decisions



Opportunity Prioritization One platform for all tender interaction data, providing transparency across departments, locations and towards management allowing Interplex to focus on the right opportunities at the right time to maximize its utilization targets



Process Orchestration End-to-end integration for seamless data flow and scalability across different plants and locations



Sales Simplification

Fast & Unified Costing For Specialized Products



Interactive Costing & Pricing making relevant data available to all locations to compute and calculate costs and prices in real-time with consistent and always up to date price information from SAP ERP, guaranteeing healthy margins via instant comparison of profit margins for different versions along with minimum order quantities and configurations



Sales Guidance helping Interplex's project and costing teams to spend less time creating and documenting RFQs



Proposal Generation automating the unified creation of error-free and complete RFQ documents from customizable template libraries

Sales Optimization

Manufacturing Simulations & Global Cost Control

Product	Name	Capacity	Efficiency %	Cycle Time Discount	PRICE 1	PRICE 2	PRICE 3	PRICE 4	PRICE 5	PRICE 6	Quantity
1	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
2	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
3	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
4	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
5	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
6	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
7	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
8	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
9	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
10	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
11	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
12	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
13	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
14	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
15	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
16	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
17	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
18	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
19	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
20	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
21	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
22	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
23	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
24	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
25	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
26	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
27	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
28	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
29	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
30	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
31	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
32	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
33	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
34	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
35	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
36	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
37	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
38	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
39	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1
40	Plastic Molding	5.0000	98.0000	45.0000	100.000.0000	200.000.0000	300.000.0000	400.000.0000	500.000.0000	600.000.0000	1



- Simulation** to quickly produce configuration or material alternatives for immediate insights into cost changes, best profit offers and maximum requirements fulfillment rate



- Discount & Margin Management** to deliver viable quotations even faster whilst adhering to dynamic discounting based on material or part combinations, volumes, deal sizes, customer categories, sales regions or custom rule parameters



- Mass Change** with one-click cost estimation for different attributes in real-time and mass rearrangement for calculation consistency in multiple manufacturing process steps including always up-to-date product, material, purchase, production costs and price data from ERP



- Sales Collaboration** managing all knowledge in one system and supporting interactive collaboration between project and costing teams including routing and approval management

Future Plans:

Interplex is planning to consolidate all other plants into the system.

“We are excited about the platform enhancements as the system is supporting our plans for fast and agile business development,” Joanne Otsuka, Head of Global Applications, states.”

Image credit: Interplex

The Results: Mass Customization For Agile Business Growth

In Mind Cloud's solution established a single source of truth for Interplex most valuable engineering and sales data and therewith sustains the goal of providing true mass customization for the company.

“In Mind Cloud's solution helps us to achieve a lean supply chain, with a smooth data flow between factory, sales and customer.” Genie Qian, Quotation Manager of Interplex points out one of the specifics of the solution.

“The accuracy of the quote for us is a critical factor in our business success. For example, the cost calculation of stamping and molding tools for production also includes wear evaluations and amortization rates which shows the complexity of our profitability targets.

In Mind Cloud's solution enables the automation of a multitude of crucial pre-project tasks, such as technical assessments from raw material calculations, to production process analysis. The output is not just a standardized quotation document for the customer but includes financial reports and customer cost-break-down.”

Another important aspect for Interplex is the use of big data to forecast customer movements and insights into buying behaviours.



“One of the major benefits of the solution is the support of gross profit calculations, from as focused as costs per item to entire project win-loss and profit-margin analytics. These reports enable us to see if a project is profitable and which features have more potential than other, so we can make quick decisions on the most profitable opportunities and future offerings. For us, remaining competitive in this tight market space requires this extraordinary level of deep insights,” Jia Wei Chen points out.

Genie Qian summarizes “We have been very happy with the system and how it reflects the uniqueness of our industry. Moreover, we were able to increase customer satisfaction through significant reduction of tender submission times and up-selling service predictions and therewith meet our goal to support our valued customers every step of the way.”

Through the implementation of a unified system for the sales of Interplex's specialized solutions, global cost and margin control, end-to-end integrated workflows and the empowerment of fast and informed business decisions, Interplex has been able to deliver their promise of “Any solution, Anywhere™” to their customers.

**Contact us to plan
your Company
success!**



| www.inmindcloud.com

EUROPE & NORTH AMERICA

In Mind Cloud (German Branch)
Theresienstraße 1
80333 Munich, Germany
Phone +49 89 2050 0853 40

ASIA

In Mind Cloud Pte Ltd
35 Ann Siang Road
Singapore 069714
Phone +65 6908 4350

CHINA

In Mind Cloud (China Branch)
A8 Building, Shenzhen 15/F,
No.99 Gaoxin 9th Road South, High Tech Park,
Nanshan District, Shenzhen, 518054, China

SAP® Premium Certified
Built on SAP Cloud Platform