



Empowering Network of 270 Dealers With Direct Quotes & Orders In Minutes

Haas Door revamps Excel® based quote system to drive 600% increase in volume.

Table of Contents

<u>Summary</u>	3
<u>Streaming the CPQ Process</u>	3
<u>Search For a New System</u>	4
<u>People, Not Just Software</u>	5
<u>Dealer Empowerment</u>	5
<u>Driving New Business</u>	5



Channon Rufenacht
Project Specialist, Haas Door

“There were delays in producing quotes and production drawings could take up to two weeks.”

Based in Northwest Ohio, the Haas Door Company has been manufacturing top quality garage doors since 1954. Through the years, Haas Door has made garage doors out of wood, fiberglass, aluminum, and steel. Today, depending on the model, Haas Door’s aluminum and steel doors offer R-values that lead the garage door industry.

Furthermore, Haas Door offers a wide range of wind load design pressures to meet almost any requirement. The company offers a wide variety of garage doors for homes and businesses in a range of thicknesses, widths and heights, surface treatments, colors, and options that allows its customers to tailor the garage doors to their specific application.

Summary

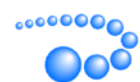
Planning for the future, Haas Door recognized that its homegrown configurator and spreadsheet-based quotation system was inadequate to support the company’s growth and its desire to empower its over 270 dealers with the capability to generate their own configurations and quotes. As a result, Haas Door turned to Configure One’s Enterprise Product Configurator®.

Since 2009, Haas Door has increased revenues by over 30 percent. By automating the CPQ process (configure price quote), and empowering its dealer network to generate their own quotes, Haas Door is on pace to create 150,000 configurations this year, all without additional customer service reps (CSRs). Haas Door has reduced the time it takes to produce quotes from days to minutes, in addition to improving accuracy and reducing configuration errors.

Streaming the CPQ Process

While quality and workmanship are of the utmost importance in manufacturing garage doors, Haas Door wanted to put the same emphasis on improving its internal systems. A cause for concern was their CPQ (configure price quote) process that was based around a homegrown system developed in Visual Basic.

“Our legacy system was based on a homegrown configurator designed for internal use,” said Channon Rufenacht, Project Specialist. “Previously, we had to specifically hire programmers just to maintain the software and configuration rules. There were delays in producing quotes and production drawings could take up to two weeks. All of the quotes were channeled through the engineering department and we had to hire additional engineers just to handle modifications to the bills of material (BOM).”





Jeffrey Nofziger
President, Haas Door

“It used to take between 24 to 48 hours to create a quotation.”



The company wanted to streamline the CPQ process and to reduce the lead time and the resources needed to produce a quote. *“After configuring the door, we’d use an Excel® spreadsheet to create a quote,”* said Rufenacht. *“If a size was not available in the old system, we would manually price the quote and pass the information to engineering to make modifications to the BOM. The process was very labor-intensive and time-consuming. The complete process consisted of going back and forth between sales, engineering, and purchasing. It used to take between 24 to 48 hours to create a quotation.”*

Search For a New System

As a result of the many issues and problems, Haas Door’s management decided to make a change. Rufenacht explained the process:

“We started looking for a new solution in 2005 and established a multifunctional evaluation team including representatives from IT, engineering, sales, and the President. Our experiences with our homegrown configurator helped us define the list of requirements. We wanted our dealers to be able to configure products and generate their own quotes. Based on this, a web-based system was essential.”

“We were looking for a tool that would automate as much of the sales process as possible,” said Jeffrey Nofziger, President. *“As a result, we wanted to reduce the time required to produce a quote, make our sales team more efficient, and allow our customers to be more self-sufficient. The ability to integrate with our other business applications, such as ERP, was a key factor. In addition, we wanted to increase revenues from up sell opportunities and reduce the time it takes to introduce new products. Finally, the tool we selected had to support Haas Door’s planned sales growth.”*

The potential solution had to be user friendly not only for the company’s dealers, but also include intuitive administration tools so that Haas Door could easily maintain the configuration rules without the need of a programmer. *“We wanted a system that was easy to use, so we could create and maintain the configuration rules in-house. This was essential, as we have complicated products with thousands of items and countless options,”* said Rufenacht.

“The first company we evaluated wanted to develop another bespoke system. In addition, they wanted to charge a maintenance fee to maintain the configuration rules. We discussed our requirements with a couple of other vendors before speaking to Configure One. We were impressed with Configure One’s professionalism and their presentation. With limited information from our price book, their proof of concept literally blew us away.”



“The ability to integrate with our other business applications, such as ERP, was a key factor.”

“Dealers can create quotes in a mater of minutes no matter where they are.”



“It would be impossible to handle the increased volume of orders and inquiries without Configure One.”

People, Not Just Software

In any software selection it's not just about functionality. Feeling comfortable with the vendor is a key decision factor. *“We selected Configure One because the people we met were very professional and the product was affordable. They responded to questions very quickly, typically within an hour. Ease of use was a big factor in our decision. Configure One's admin tools are easy to use, and it didn't take us very long before we were configuring a product,”* said Rufenacht.

In 2006, Haas Door went live with Configure One's Enterprise Product Configurator®. Since that time, Configure One has helped streamline Haas Door's CPQ process. Today, its over 270 dealers create more than two-thirds of the company's quotes. The dealers are no longer dependant on Haas Door's CSRs to produce quotes. By empowering the dealer network to create their own quotes, Configure One has reduced the quotation process from days or weeks to minutes.

Dealer Empowerment

Haas Door's relationship with its dealer network is essential to the company's growth. Haas Door's dealers also sell competitors products. The company that is easiest to do business with often wins the order. In this regard, Configure One has provided Haas Door with a competitive edge. *“With Configure One our quote-to-order process is simpler and faster,”* said Rufenacht. *“In the past our dealers had to call us to get any price information they needed. Now they get everything they need from Configure One. The dealer works directly with Configure One and creates a quote. If it is acceptable to the customer, the quote is converted into a sales order. The quote turnaround time is now amazing. It used to take two weeks to get drawings to the customer. Today, these are created instantaneously. Dealers can create quotes in a matter of minutes no matter where they are. The dealers just love it.”*

Driving New Business

Since 2009 Haas Door's revenue has increased more than 30 percent resulting in a higher volume of quotations and orders. Thanks to Configure One, the company has handled the increased workload without additional staff.

“If we did not have Configure One, we would have had to double the number of people that we added in the sales department,” said Nofziger. *“It would be impossible to handle the increased volume of orders and inquiries without Configure One. Currently, we're on*





“We have significantly reduced the number of configuration errors”

pace to create 150,000 new configurations this year or about 60,000 quotes with a 30 percent close rate. The order volume through Configure One has doubled since 2011, and the quote volume has increased 600 percent during the same period.”

In addition, Configure One has improved accuracy due to less human error. As a result, the number of configuration errors has dramatically decreased.

“We have significantly reduced the number of configuration errors that make their way through to manufacturing. If we do find an error, we are able to identify it much quicker and immediately fix the problem. Any quotes that are already in the system and have the same problem are reconfigured. In addition, we have decreased the time engineers spend on specials as Configure One handles more complicated configurations than our old system,” said Rufenacht. *“A key element in any garage door is the torsion spring. Calculating the correct size is essential for the door’s safe operation. Since we’ve implemented Configure One, we have never had an issue with selecting an incorrect spring,”* said Nofziger.

Since implementing Configure One, Haas Doors has streamlined its CPQ process, increased revenue by 30 percent, empowered its dealer network, and dramatically increased its quote volume, all without additional customer service reps.

Configure One is a leading provider of web-based product configurator and CPQ (configure price quote) software. Configure One has enabled both large and small companies to increase revenues and decrease costs by automating the way they sell and process orders for configurable, multi-option, and customizable products.

Configure One, Inc.

Corporate Headquarters, 900 Jorie Boulevard, Suite 190, Oak Brook, Illinois 60523, United States

Phone: +1 630 368 9950 • **Fax:** +1 630 368 9951

Europe/Asia Offices, Configure One Europe Ltd.

44/45 Harlow Enterprise Hub, Kao Hockham Building, Edinburgh Way, Harlow, Essex, CM20 2NQ, United Kingdom

Phone: +44 (0) 1279 311420 • **Fax:** +44 (0) 1279 311422

Email: info@configureone.com **Web:** www.configureone.com