

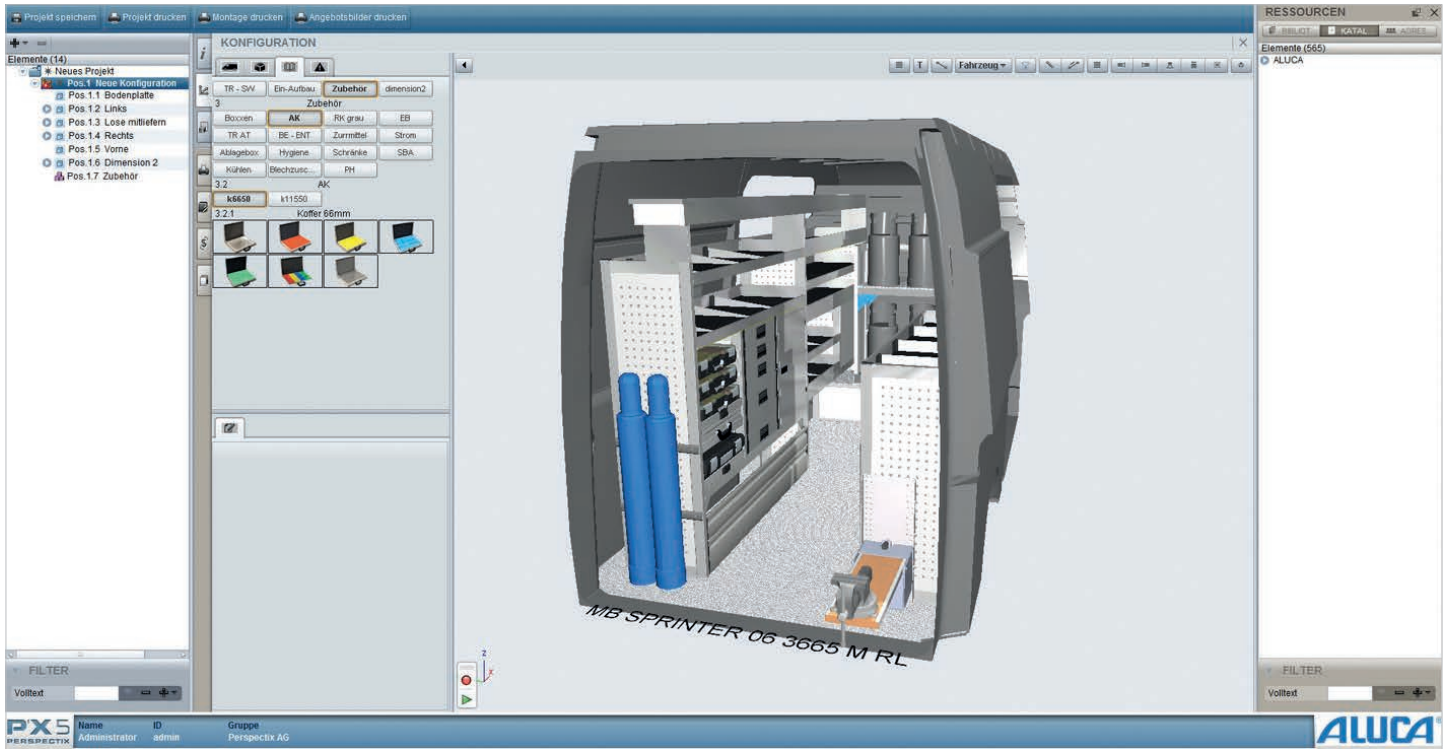


ALUCA optimizes Sales and Preparation of quotes with P'X5

ALUCA is relying on the P'X5 Sales Solution of the Zurich company Perspectix AG and saving up to 50% working hours with the software in the preparation of quotes. The expenditure of time and labor for inspection and recording products in the ERP system falls by as much as 30%. Communication between outside sales representatives and the office improved significantly due to the exchange possibilities of the software. ALUCA GmbH from Rosengarten bei Schwäbisch Hall is considered one of the leading producers of high-quality in-vehicle racking systems for commercial vehicles.

Interview with:
Gerhard Heß
Leiter Entwicklung/Konstruktion
ALUCA GmbH, Rosengarten DE

ALUCA in-vehicle racking systems are modular in design. Depending on the vehicle type and customer requirement, numerous components like rack troughs, drawer and cabinet modules can be combined with one another. The result is mobile storage and workshop solutions for small and medium commercial vehicles in various industries. In contrast to their competitors, the company, which has about 120 employees, uses exclusively aluminum as a material. This results in numerous advantages for the customer. The light and extremely durable material allows a maximum of vehicle load capacity and ensures rugged practical application and long service life. The metal proves to be very flexible, does not corrode and facilitates custom solutions. Along with the modular system, the premium supplier distinguishes itself from other manufacturers through its special in-house designs – ALUCA creates custom components.



The in-vehicle equipper also offers a comprehensive range of accessories for securing loads and equipping mobile workshops. Services such as vehicle transfers, advertising stickers or approvals are part of the overall offering. This comprehensive concept is especially well suited for large accounts with extensive vehicle fleets.

From rough sketches to visual 3D design

Up to May of 2013 ALUCA was using a 2D software program in which the individual components could be merged into the complete product. However, the combination of components did not follow any system of rules and was therefore in principle subject to error. The learning curve for employees was quite long and the designs were not very plausible for clients. There was a lot of extra work for internal sales staff involving manual entry of projected figures and client data. A complete configuration was very time-consuming, making on-site planning extremely difficult. The sales representatives often had to do hand sketches that were then fleshed out by the in-house technical staff. Along with the review of the drawn plans a great deal of time was lost for this process. Therefore, management resolved to select an intelligent solution for an optically appealing and technically correct product configuration which was supposed to minimize the errors and facilitate a rapid exchange between in-house sales staff and sales representatives. With the help of a user requirement

specification three providers presented their solutions. Perspectix was in this group, because a competitor of ALUCA had been using the P'X5 Sales Solution successfully for years. The P'X5 Sales Solution impressed with its seamless connection of intelligent configuration, appealing graphics and database.

International deployment

Since May of 2013 the software has been supporting the manufacturer in configuration, project planning and price calculation. The system of ALUCA offers different equipment modules, which can be configured on screen three-dimensionally with the P'X5 Sales Solution. The software enables ALUCA to design error-free, technically correct client-specific in-vehicle racking systems by combining the individual components. The user-friendly and fast operation permits the creation of designs during a client visit and without extensive software skills. At a two-day initial training program IT employees are familiarized with the programming basis for individual adaptations. In additional training programs end users learn how to use the program. The creation of assembly drawings and complete quotes including 3D view and item lists reduces the work for the manufacturer considerably and gives the client a very good idea of what the finished product will look like. The time saved allows representatives to present the products more frequently. Currently there are 24 employees using the software in-house and in the field. Within

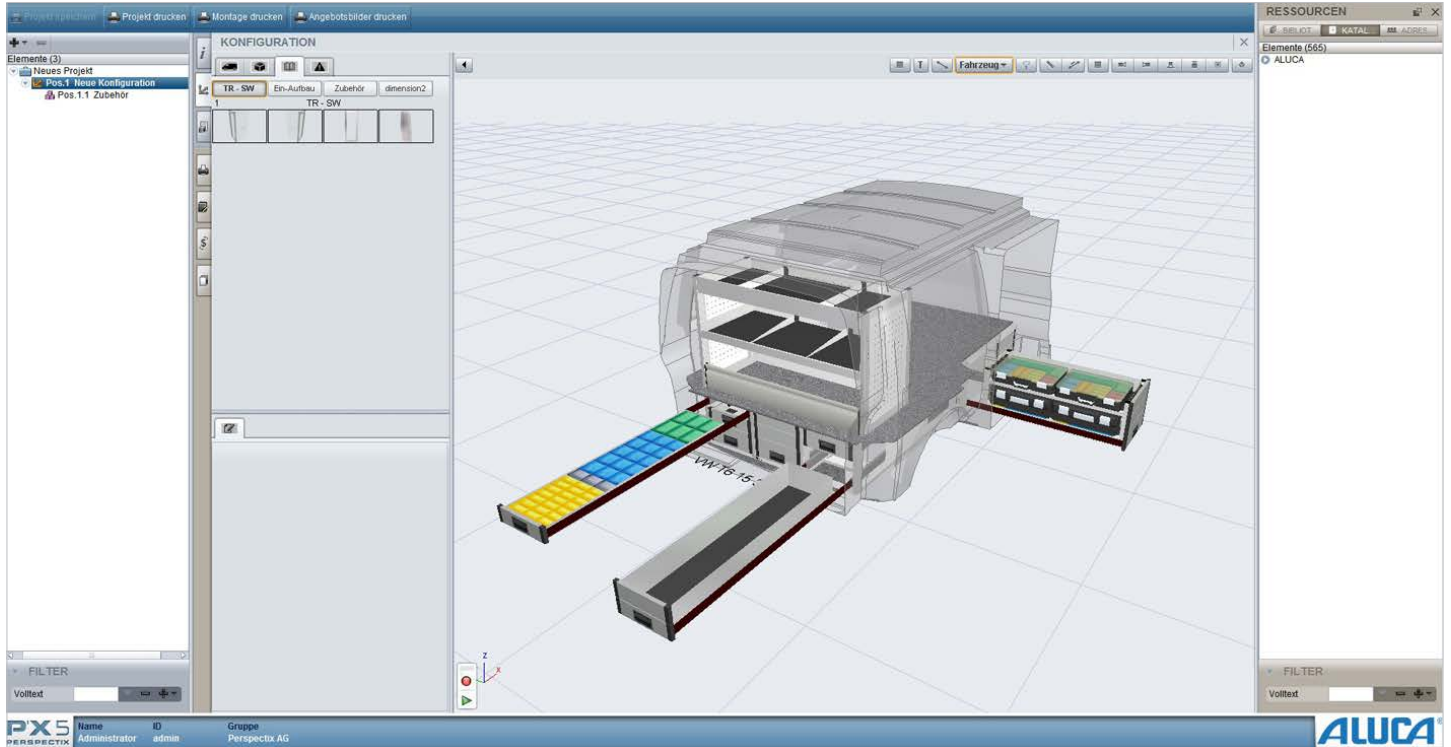


the scope of a test phase P'X5 is currently being used in national and international stations. In the final expansion over 50 additional locations are to be equipped with the software program. Data exchange between sales staff ensures efficient sales and marketing processes and guarantees rapid answers to client inquiries.

Use it more efficiently

P'X5 Sales Solution consists of three components. Employees from the IT Department use the Authoring-Workbench to adapt the software to the requirements of the company. In the "Project organization" module project management and calculations are implemented. With the third component, the actual 3D configurator, in-vehicle racking systems can be graphically designed. 2D and 3D data from CAD systems flow seamlessly into the plastic production configuration on the screen. The correct design of certain products is based on complex technical calculations. These calculations are used for example to ensure absence of collisions, maximum weight load or minimum distances as well as for compliance with safety regulations or transport guidelines and can be automated via P'X5. The products designed in the

P'X5 configurator automatically generate their bill of material and a cost overview. All inserted modules contain correct information which is added up hierarchically across the project structure into total lists. The costs, but also weight and volume are calculated by the project node via the bill of material. Non-graphic designed elements such as services, special items or additional parts are inserted via drag and drop from the hierarchical product catalog into the bill of material. This generation of consistent multiple bills of material ensures that all components of configurations that have been created can be smoothly procured, produced, delivered and mounted. This makes technically validated quotes possible and reduces the routine work. After the built project structure quotes are automatically generated, whereby document modules can be selected according to the modular principle. Detailed representations of assemblies, individual parts, bills of material, prices, technical data and calculations can be linked and generated into structured documents in PDF or PDF 3D format via print templates at the press of a button. If necessary multiple language capability and different currencies round out the documents. Gerhard Heß, Head of Design and IT at ALUCA, apprecia-



About Perspectix

Perspectix AG in Zurich implements sophisticated software solutions for technical sales and distribution and retail design.

Since its foundation in 1996, the company has been continuously evolving into a cutting edge solution provider for the distribution and development of multi-variant products. Users of the P'X5 Sales Solution benefit from the company's experiences in complementary electrical engineering, furnishing, store building, warehouse and logistics systems.

With the P'X5 Store Solution users get a customized solution for store planning, product range configuration and branch evaluation. Due to the combination of sales optimization, graphical project planning and Product Lifecycle Management in future-oriented technology, today Perspectix is a strategic supplier to well-known manufacturers and chain stores as well the partner of leading IT companies.

Perspectix AG is a company of the BORM Group.

tes this: "We now create quotes in half the time and the expenditure for inspecting and recording the products in the ERP system has been reduced by one third." Central data storage of the quote projects on the P'X5 Server guarantees current information as well as data security. The software synchronizes client master data such as contacts, company addresses and negotiated conditions with the ERP system. The contacts can be copied into the project as a global resource by drag and drop, where quote, invoice and delivery addresses are allocated. On the basis of extrapolated costs negotiated quotes can be calculated via discount criteria. Integration into ERP systems and CRM-environments safeguard the consistency of the data. Gerhard Heß sums up positively: "With Perspectix we have found the ideal partner in configuration software. Every client can immediately relate to the compilations of the overall products that we present with P'X5."