



Continuous online and offline configuration of vehicle equipment

The Bott GmbH & Co. KG in Gaildorf focuses on high customer satisfaction: Every craftsman should simply come to his individual vehicle or company equipment. The company is achieving this goal in two steps: Since September 2016, around 350 users have been configuring and customizing the product range of around 15,000 articles for their customers with the P'X Industry Solution from Perspectix. Since April 2020, customers have been able to equip their vehicle interiors themselves with pre-configured modules from the bott vario3 series. To do this, they use the online configurator from Perspectix on the same database.

As a leading international manufacturer of vehicle and plant equipment, bott supplies on the one hand handicraft enterprises, which want to equip the loading spaces of their transporters with industry-typical, but individual equipment. On the other hand, the many different vehicles are equipped by industrial customers who manage a large vehicle fleet. The bott workstation systems for the assembly areas of industry require even more planning effort due to numerous variants and a high proportion of individual special solutions. All these products are offered by three production plants in Europe, sales companies in France, Austria, Denmark and Italy, and partners all over the world.



From 2D to 3D planning in nine months

In order to meet local needs and individual customer requirements more efficiently, the company planned to replace the previous 2D planning system. bott found the software provider Perspectix as a partner, whose P'X Industry Solution is not only known in this industry. In January 2016, the basic structure of the system and the programming of 3D representations of the components, which can be individualized via parameters, were started. Likewise, the side and usable surfaces of all vehicle types from 14 manufacturers were scanned and processed. Thus, all interior fittings can be configured exactly into the vehicle bodies. The internal authors were supported in daily telephone meetings and monthly workshops. By September, the entire sales department had already been trained and could use the new configurator in practice. "The cooperation with Perspectix has developed excellently," says Manuel Meixner happily. "Together we achieved our goals and kept to our schedule."

Efficiency and customer orientation in field service

Since then, around 350 users in the field, in the company's own branches or at partners and importers worldwide have been using the configurator on a daily basis. The configurator can be used on-site even

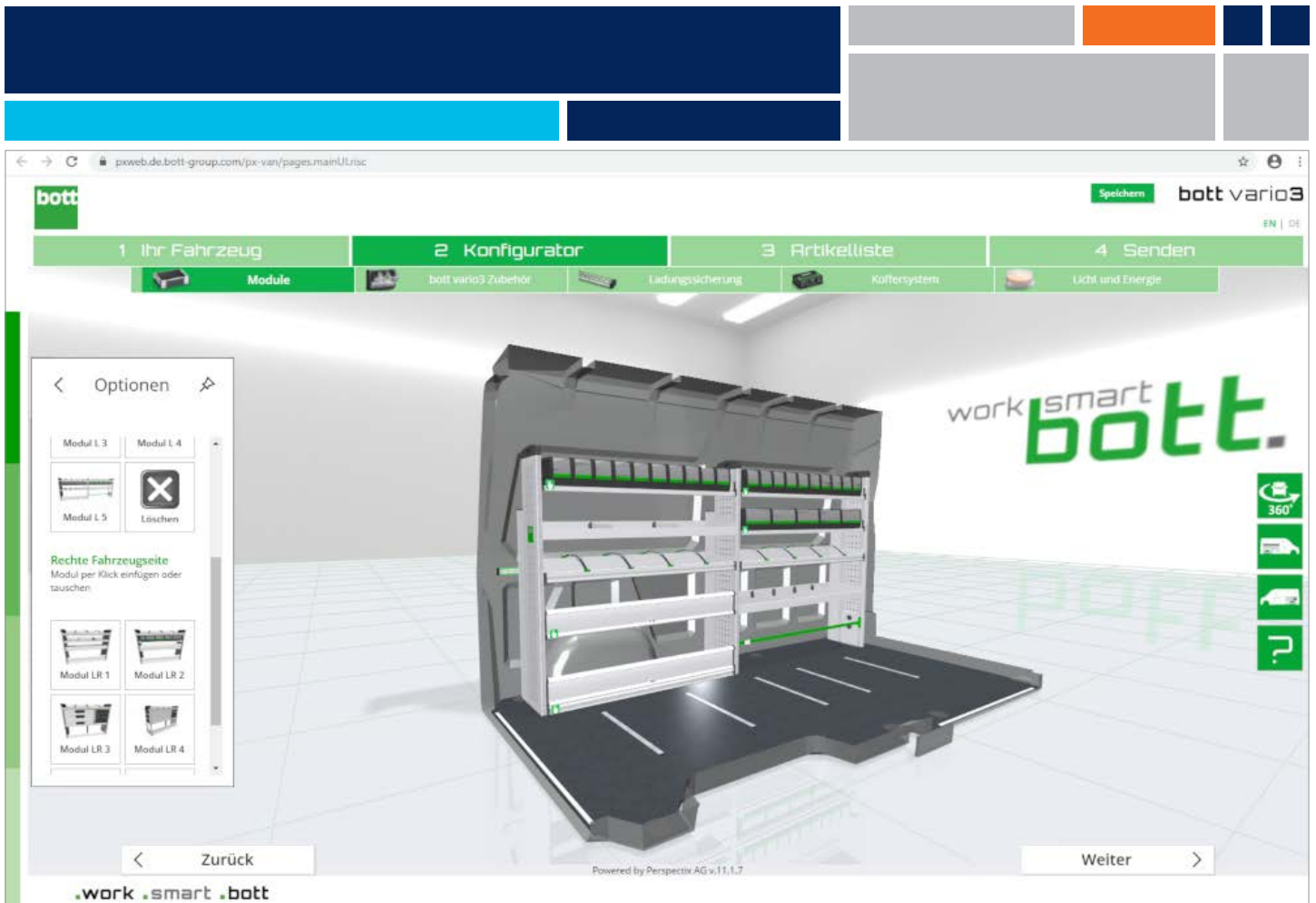
without Internet access: "3D planning with customers optimizes our consulting services," says Manuel Meixner. "Even during the configuration process, a collision check ensures that everything really does fit together". The functions can be operated intuitively: "Self-explanatory handles for turning and pulling as well as colored highlights promote user-friendliness," says Manuel Meixner.

Integration, maintenance and expansion

CRM integration ensures a fast, simple quotation process from a single source. When the customer places an order, all data is transferred to the SAP ERP system via an interface. Product innovations, functional enhancements and organizational and commercial changes are made centrally in the P'X Industry Solution, tested on an internal server and, if successful, transferred to a productive server. Every user is informed by mail of the availability of the new version. In this way, commercial details, changes to the approximately 15,000 articles, but also new vehicle models can be implemented quickly and efficiently worldwide.

Online configurator from a single source

At bott, the desire to use an online configurator for more intensive acquisition of new customers



increased. This is intended primarily to address vehicle drivers who want to contribute their detailed knowledge and needs. Talks with the provider Perspectix opened up an attractive opportunity: "The P'X Online Configurator uses the same database as the existing solution," says Manuel Meixner. "This means that we can continue to use 95 percent of everything we have already programmed. We get added value from our investment and have little additional maintenance effort". The concept was convincing and was subsequently implemented together. In April 2020, the new online configurator with the bott vario3 furnishing program went live.

Structure suitable for the end customer

To start, the prospective customer selects his vehicle from the manufacturer list and finally the exact type with wheelbase, roof height, doors and windows. The configurator loads the geometry in the background. The user is shown furnishing suggestions with pre-configured modules for the bare shell. The bott vario3 furnishing system includes, among other things, floors, bathtubs, drawer cabinets, case, tidy and load securing systems. "End customers don't have to spend a lot of time configuring, but rather place selected modules in the vehicle interior, modify them and add accessories," says Manuel Meixner. "Product videos are offered for the elements,



About Bott GmbH & Co. KG

The Bott group of companies employs around 1,000 people (2019) and has an annual turnover of 144 million euros (2019). As a system provider for efficient work, bott coordinates vehicle and operating equipment perfectly. With strong consulting competence and comprehensive full service, bott delivers the solution that is precisely tailored to the requirements. In this way bott makes a valuable contribution to efficient and economical work. bott ensures that the storage space in the service vehicle is used optimally - including load securing. In the workshop and in industry, the ergonomically designed products create the ideal conditions for carrying out activities in a healthy and motivated manner. With branches throughout Germany and a dense network of sales partners, bott is always close to its customers. In addition, bott is represented by subsidiaries and importers both throughout Europe and in many other countries. You can find further information at www.bott.de.



which make it much easier to get to know and understand them". Prices are not displayed - the end customers receive an information sheet with project number. They send the associated results file to a sales unit. There it is continued under the same number in the P'X Industry Solution. In this way, open questions can be clarified, change requests incorporated and suggestions for improvement developed. Finally, the end customer receives a meaningful quotation from the configurator with 3D views, images and parts lists.

High-performance configuration double

"The strong cooperation with Perspectix has also proven its worth in this project," concludes Manuel Meixner. "This enables us to increase our market presence in new customer business with low maintenance costs." Therefore, additional product lines are to be made available online in the future. "Some of the advantages of the online configurator, such as its high performance or the availability of product videos, will be followed up in the next

version of the P'X Industry Solution," says a delighted Manuel Meixner. "This will enable us to achieve further synergy effects."

About Perspectix

Perspectix AG in Zurich implements sophisticated software solutions for technical sales and store planning. Since its foundation in 1996, the company has continuously developed into the technologically leading solution provider for sales and project planning of variant-rich products. Users of the P'X Industry Solution benefit from experience in complementary user industries: mechanical engineering, plant engineering, electrical engineering, furnishing, shop fitting, storage and logistics systems. With the P'X Retail Solution, users receive a tailor-made solution for store planning, product range design and store evaluation. Thanks to the combination of sales optimization, graphic project planning and product lifecycle management in a forward-looking technology, Perspectix is today a strategic supplier to well-known manufacturers and retail chains as well as a partner to leading IT companies.