



Epta Configures Cooling Systems with P'X5

Epta is one of the world's leading companies in the field of commercial refrigeration technology for retail, food and beverages sectors and wholesale as well as for hotels, restaurants and cafés. The company, based in Milan, has been using the P'X5 Product Configurator from Perspectix AG in Zurich since 2012 to configure custom cooling appliances. With over 600 workstations, the system is increasingly developing into a marketing tool for meeting the custom requirements of clients safely and efficiently. With the integration of additional product lines and new functions enabling 3D configuration of interconnected systems based on complex thermodynamic calculations, the system will soon gain further momentum.



Interview with:
William Pagani
Group Marketing Director
Epta

As an international consortium, Epta has specialized in the field of commercial refrigeration technology. Around 4,000 employees generate about 680 million Euros in sales annually. Due to their technical expertise and systematic research and development activi-

ties Epta anticipates new trends across the globe. The company produces about 200,000 appliances annually for brands such as Costan, Bennet Névé, George Barker, Eurocryor, Misa, Iarp and Knudsen Kolling. Due to special, integrable product lines Epta is able to efficiently produce complete cooling systems and place them in German and international food retail businesses as well as in hotels, restaurants and cafés. In the process, the company is covering the entire product life cycle: from development, production and installation on site to after-sales service. Products include traditional refrigerated counters, full-size and half-size refrigerated display cases, full-size and half-size deep freezer display cases, refrigerated counters with an integrated aggregate (plug-in) as well as cooling devices for medium and large cold storage areas. From cold storage cells to devices with medium and high performance the company offers a wide variety of solutions for the preservation and presentation of fresh and frozen products. The broad and diversified range of products is available in over 10,000 variants. At Epta, interested parties can approach a single contact that structures international projects and can handle them on schedule.



Flexibility Through Product Configuration

In order to increase flexibility and efficiency in these processes, in 2010 the company began searching for a suitable IT solution. At the EuroShop trade show in Cologne they were introduced to Perspectix AG, who meets the complex requirements of technical branches for product configuration with their P'X5 Sales Solution. After an extensive selection procedure in 2011 Epta opted to adapt and introduce Perspectix AG's solution: „The software convinced us because it was head and shoulders above the competitor products with regard to flexibility, the sophisticated options for 3D-configuration and integration to SAP”, reports William Pagani, Group Marketing Director at Epta. Back then the introduction of the software was the responsibility of the Research and Development Division and the IT Department. About one and a half years later came the rollout of a refrigerated cabinet module in Italy. While the first year the company still used it in parallel with the earlier solution, implementation soon followed in France and Spain. In 2013 the solution reached Germany and in 2014 it came to China. At the same time the functionalities were continuously upgraded – not just cold storage cells and „packs”, new product ranges were also integrated.

Successful Integration of New Product Lines

Meanwhile, around 400 internal employees and 200 external employees at distributors all over the world

are using the system called „New EPIC” to configure client custom specifications. The new „Epta Product Information Configurator” provides 3D component types in libraries, enables rules-based configuration with user-friendly operation, supports appealing visualizations and is integrated in the ERP-system of SAP. „Compared to the previous solution we are saving a tremendous amount of labor by using New EPIC”, says William Pagani. „The new system is much more flexible and helps users do a better job of managing the complexity of the products. Thus we are achieving high user satisfaction – although we do want to improve the speed of the system even more in some areas.”

The strategy for the expansion and development of Epta is based on the acquisition of Italian and other foreign brands, which are the front-runner products in their respective countries. In addition, in the past five years Epta has invested about 50 million Euros in the research and development of innovative and sustainable solutions. The product configurator plays a major role in the implementation of this strategy. That's why today software is no longer considered a technical tool, but rather a modern means for marketing. „We must always integrate new product lines and in the process simplify the sales, marketing and customer service”; says William Pagani. A six-member team from the Marketing Department made all of the adjustments, and also handled the hotline and



user training. In close dialog with the client, Perspectix is meeting the rising requirements for the software and providing new versions.

Together into the Future

Since 2015 Epta and Perspectix have been collaborating on a joint project to expand the configurator for new interconnected systems consisting of different components, including pipework. In the process, the fan and aggregates can be outside of the business premises – but the actual refrigerated cabinets for product presentation has to be inside. Thermodynamic calculations have to be integrated for the design of these systems. „We want to align our innovative technology even faster, more securely and more closely to client requirements“, says William Pagani, Group Marketing Director at Epta. „In the process Perspectix was able to meet our difficult requirements as sole supplier.“ The new technology enables internal and external users to have fun while rapidly assembling prototypes of complete systems, in order to iteratively specify them in greater detail afterward. The necessary aggregates such as compressors from different manufacturers, capacitors or evaporators for cold storage cells can then be correctly designed already in the software. The 3D modelled pipe connections can be scaled with a click. After checking flow velocity and pressure decrease, resulting from the selected coolant and the automatically calculated conditions of all of the aggregates, the

About Epta

EPTA – a multinational Group specialised in commercial refrigeration operating at a worldwide level thanks to its brands Costan (1946), Bonnet Névé (1930), George Barker (1928), Eurocryor (1991), Misa (1969), Iarp (1983) and Knudsen Kølning (1961). Epta asserts its position on the domestic and international markets as a turnkey partner able to manufacture and provide complete refrigeration systems through the integration of specific product lines such as serve-over refrigerated counters and cabinets, vertical and semi-vertical chillers, vertical and horizontal freezers, plug-in units, medium and large capacity refrigeration systems and cold rooms. Based in Milan, it has 4,000 employees, a worldwide sales network and recorded a turnover of 680 million Euros for 2014. Epta's responsible attitude is expressed through the concept „The Epta Way UP: preserving food value“ which creates technologically advanced solutions to ensure products retain their value through perfect preservation and display of foodstuffs. This strategy is reaffirmed by the „Power Up your store“ motto, which encompasses Epta's calling to focus on clients and use its abilities to meet their needs while maximizing store growth.



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.

material and diameter can be determined. The software generates all of the planning documents such as layout, pipework schematics, specification sheets or tenders. Finally, a finished product is provided directly in SAP for production via an automated interface. „This gives us an extremely precise, rules-based configuration that helps the user get results quickly, where hardly any mistakes can be made“, says William Pagani. The project is slated for completion by the end of 2016. However once that is finished, they won't be resting on their laurels: Support of Android and iOS is also being planned, as well as further improvements in the speed and look, to make the product configurator New EPIC the perfect marketing instrument. In the future Epta and its dealers will be able to provide their clients with perfect service in the planning and design of their systems.