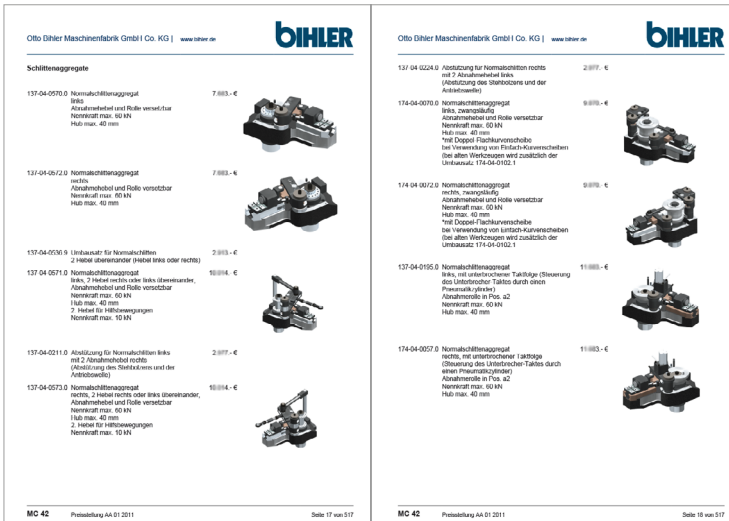


## Uniform and transparent proposal and catalog creation

Fulfilling customer wishes one hundred percent has been the recipe for success at Otto Bihler Maschinenfabrik for more than six decades. The company achieves this through its modular product range and its comprehensive solution expertise. Today, the sales-oriented P'X Industry Solution from Perspectix AG provides perfect process support. The software enables the plant manufacturer to shine externally with three-dimensional machine concepts. Internally, the company benefits from a very fast and uniform creation of offer documents, product catalogues and price lists.

Time is money - and Otto Bihler Maschinenfabrik already saves it when an enquiry comes to the table in Technical Sales. With very quickly prepared proposals and clearly understandable 3D illustrations of the possible production solution, Bihler is ahead from the start. Generally, customers approach Bihler with a complex production task and expect a solution that can achieve a certain workpiece throughput at a certain price as quickly as possible. To this end, the company creates a machine concept that combines standardised modular elements such as various basic machine types, aggregates and feed units and links these with the solutions of the special toolmaking department. By diversifying its product range into individual modules that can be combined with each



other, Bihler is able to meet the entire range of customer requirements, from standard machines to complete customised solutions.

### 3D configuration for more customer orientation

Every year, around 1200 quotations cross the desks of the ten employees in Technical Sales - the interface between sales and product engineering at Bihler. Processing this quantity manually would take a lot of time and effort. To ensure that the product range, which is rich in variants, can be mapped quickly and in a standardised manner, software-supported product configuration has been a compulsory part of the information technology program for some years now. The sales-oriented tool P'X Industry Solution from Perspectix AG supports technical sales with rule-based machine design and three-dimensional solution communication.

The software's set of rules contains all of Bihler's expert knowledge in order to be able to assemble machines correctly. During configuration, the intelligent modular system takes into account all aspects of the product logic, such as functional dependencies and completeness or spatial limitations. A feasibility check reduces the specification risk and thus improves the quality of advice. "This plausibility check helps us a lot, because it means we have far fewer errors in our offers and save us time-consuming rework," says Bernd Haussmann, Head of Technical Sales.

As a result of the configuration, the customised solution is designed and visualised in three dimensions.

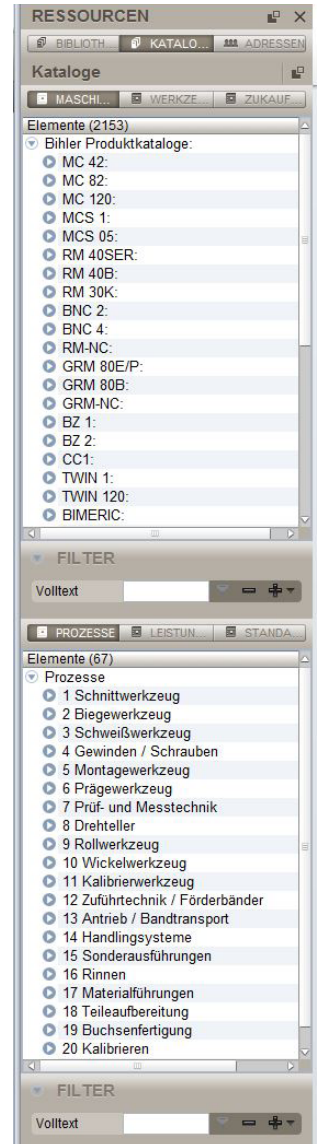
These 3D presentations facilitate a quick understanding in consultation meetings. Since the customer has his machine in front of him as a virtual solution, he can understand the interrelationships and thus better express his wishes and influence the further design at an early stage.

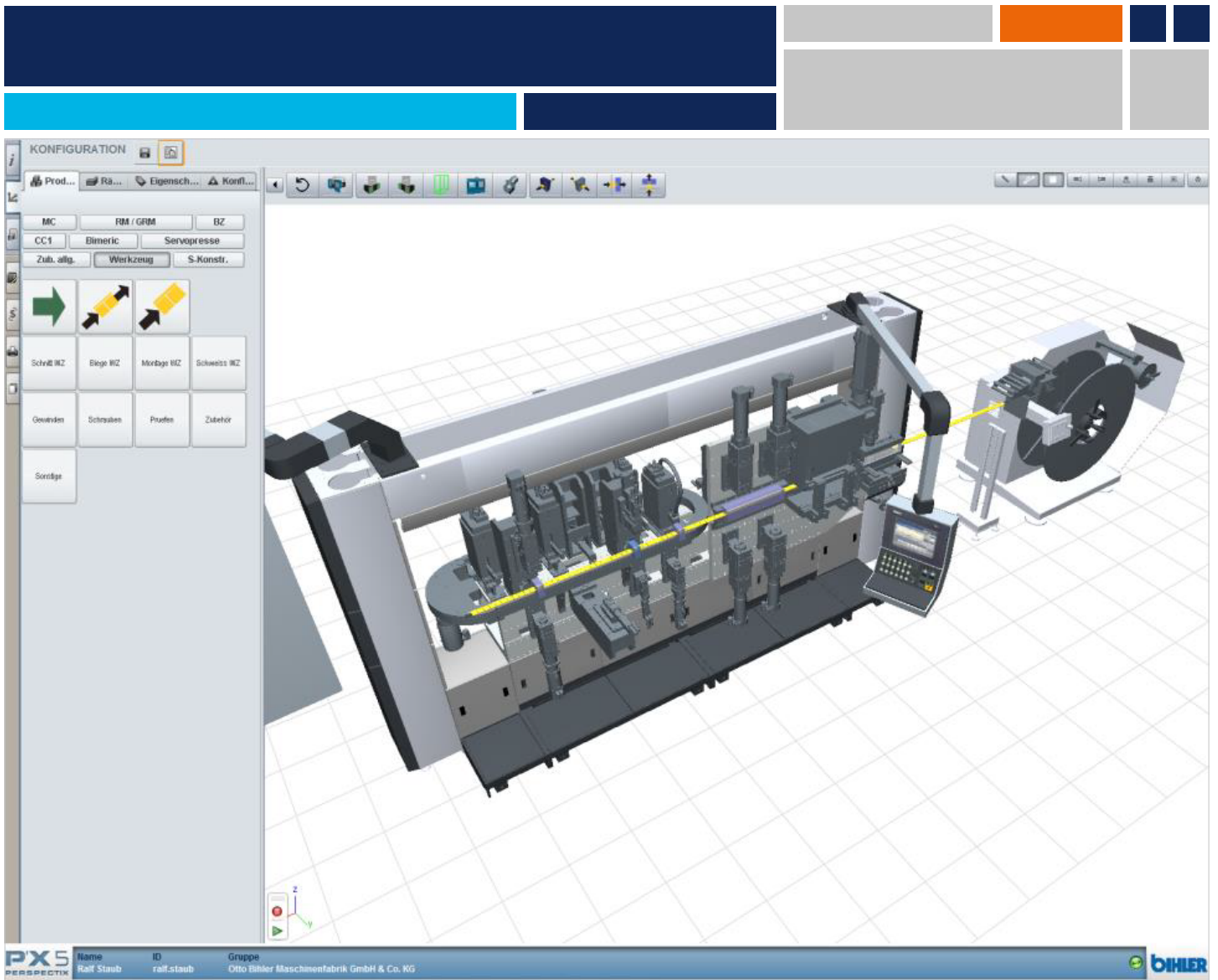
For this purpose, the software uses component visualisations in JT data format, which have been derived from the 3D CAD models and provided with snap points for easier combining. The 3D configuration therefore does not require a separate CAD system and places just as little burden on the design department, which can concentrate on its development tasks.

### 30 percent less effort for quotation preparation

The product configurator enables a uniform, comprehensible and transparent offer creation. The changes brought about by the expansion of the software in 2016 are far-reaching. Thomas Bair explains: "Through a tool-related structure of the offer and the cost-centre-based calculation of the tools, the basis for further, internal tasks and projects is now created. The information content of the offer for internal purposes increases significantly. A critical post-calculation as well as analyses of assessments are much easier now."

The extensive portfolio, above all the general services, offers the salespersons the possibility to specifically respond to customer wishes and to cover the resulting additional expenses with suitable offer





articles. For example, many new articles in the range of services are the result of findings from completed and ongoing projects. Regularly used services such as training, trials, project planning, test runs and production, adaptation of customer tools or special requests can now be easily stored in libraries as project modules and quickly integrated into the offer structure as required. The salesperson is significantly supported by new standard texts and the expanded portfolio in the preparation of offers.

#### Clear, building group-related offers

A significant change in the expansion of the product configurator is the creation of assembly-related quotations. The proposal for tools reflects the process flow on the intended machine. For this purpose, the technical salesperson creates sub-folders for the "tooling technology" folder according to the processes running on the machine, such as cutting tool, bending tool, calibrating tool, etc. In each tool folder, he pulls the associated machine building articles, purchasing systems and tool articles. Each tool folder

thus clearly reflects the complete tool and the associated movement units. The total price of a station is quickly recorded and can be assessed.

The design department is now able to recognise all the machine components offered for every tool and will then be available for this station. Accordingly, the employees can design the engineering. The assignment of standard components to the tool is no longer a task of the design department. Planning and organisation appropriate to the engineering department can be executed in the technical sales department when preparing the offer. An assessment of the quotation prices in retrospect by comparing them with the final costing is also possible for each assembly. This makes it possible to identify and improve weak points in the preparation of quotations and the implementation of orders.

#### Catalogue update in the twinkling of an eye

With the help of Perspectix software, Bihler also speeds up the generation of catalogues and price



lists. For a single catalogue cycle in the three standard languages German, English and French, and taking other region-specific aspects into account, then those responsible for a single catalogue cycle have to create 555 individual PDF documents and distribute them to all relevant employees and sales organisations. In the past, this work took about two weeks because their process chain had to pass through several stations. A separate software tool with its own database managed the component prices and was only connected to the configurator via an interface. In painstaking detail work, the information had to be correlated and compared with each other from both sides.

Now Bihler employees maintain the price lists directly in the P'X Industry Solution and can do without the old tool including its database and its administration - with welcome positive side effects: Articles no longer have to be maintained twice. This eliminates the risk of inconsistencies arising between the two systems. In addition, IT is pleased that from now on it has one less interface to worry about.

#### Process time reduced by 95 percent

Updating and adjusting prices is now much easier and faster in the P'X Industry Solution. In particular, the standard parts from Bihler mechanical engineering can be fed into the database very quickly. The price calculation for the assembled product is automated simultaneously with the configuration. Together with the automatism that P'X establishes for document creation, the whole workload is reduced enormously. "We were able to shrink the process from two weeks to half a day. With just a few clicks, all the catalogues are ready and can be posted on the intranet without any post-processing. The software saves us an enormous amount of time," Ralf Staub describes the improvements achieved.

#### About Perspectix

Perspectix in Zurich implements sophisticated software solutions for technical sales and store planning. Since its foundation in 1996, the company has continuously developed into the leading technological solution provider for sales and project planning of products with many variants. Users of the P'X Industry Solution benefit from experience in complementary user industries: Engineering, plant engineering, electrical engineering, furnishing, store fitting, warehousing and logistics systems. The P'X Retail Solution provides users with a customized solution for store planning, product range design and store evaluation.