



Digitalize sales, connect distributors, impress customers

Fliegl Agrartechnik & SAE – Innovation, Passion & Quality

Fliegl Agrartechnik relies on the SAE sales product configurator and by the help of SAE CPQ strongly supports its internal sales team as well as the Fliegl distributors all over the world. Thanks to the SAE solution all users can quickly and safely configure the complex agricultural machinery. A convincing quote document is being generated automatically and is available immediately after configuration. This impresses Fliegl's potential and existing customers all over the world.

All relevant master data such as materials and customer data, are transferred from the ERP to the SAE platform via standardized API. A product management employee maintains the descriptive texts, product images, prices and the associated set of rules. The object dependencies can quickly, easily and visually be stored and managed in the SAE CPQ platform. After a data release all product configurations, object dependencies and information are available to sales employees and distributors worldwide.

The family-owned company Fliegl with its 20 locations successfully produces and distributes agricultural machinery, both locally and internationally. The focus is on products for liquid manure, transport and spreading technology as well as products to simplify harvest logistics.

With the SAE CPQ Fliegl secures its worldwide sales and distribution. All of the multi-variant vehicles can be easily configured and offered in the SAE configurator with just a few clicks. The technical feasibility is guaranteed at any time.

Fliegl Agrartechnik GmbH



Industry
Vehicle Production



Employees
approx. 350 (Site Mühldorf)



Headquarter
Mühldorf am Inn



The digital transformation of sales at Fliegl - supporting worldwide sales, connecting distributors and exciting customers

The constantly increasing demand for agricultural machinery, the high number of product variants and the complex country-specific regulations (e.g. width of vehicles, loads, etc.) were the main drivers for Fliegl's decision to implement a CPQ system. The aim was to automate the quotation process, to support the sales employees and to ensure the technical feasibility.

Fliegl has successfully achieved these goals with the SAE CPQ solution. The processing time for quotations was enormously reduced and data quality was significantly improved.

With SAE CPQ's distributor version Fliegl now provides not only its internal sales team, but also its distributors the possibility to quote Fliegl products easily, quickly and convincingly. With just a few clicks and within a very short period, the sales teams created attractive quotes with correct prices, latest product images and texts.

The SAE product configurator guarantees the technical feasibility of Fliegl products during the consulting and quotation process and convinces with its high usability in the field. As a result, the training period for sales employees and distributors is short and leads to a high acceptance among the users.

To ensure maximum consistency and an optimal end-to-end system landscape the quotation including all relevant data is automatically transferred to the Fliegl ERP with one click in case of an order placement.

Besides the functionality Fliegl paid special attention to the Fliegl CI. The design and the color scheme of the SAE CPQ were adjusted to perfectly match to Fliegl's CI.

„We have been seeking for a long time to find a system that supports our sales department perfectly in their daily business. The challenge was to find a partner who could guarantee us design freedom as well as practicability and offline availability. SAE's product configurator provides us with exactly this and therefore is the ideal solution for Fliegl. But it is not only the product that convinces, its also the people behind. Right from the start the cooperation was efficient and pleasant. We already have new project ideas and are looking forward to realizing this together.“

Karl Klemens,

Project Manager, Fliegl Agrartechnik GmbH

„It is an honor for us that Fliegl is counted as one of our satisfied customers. Not only because their products are technically impressive, also the team, the people at Fliegl, are simply great and the cooperation was extremely pleasant.“

Christian Buchner Project Manager SAE GmbH

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