



Digital transformation & sustainable data flow

Kurtz Ersä & SAE – an internationally successful & cooperative partnership

Kurtz Ersä implemented the SAE CPQ in 2012 and has been successfully providing the solution to its worldwide sales and Ersä sales partners since then. The acceptance is still on highest level due the impressive usability and the system consistency and automation of all downstream processes.

The Kurtz Holding GmbH & Co. Beteiligungs KG, Kurtz Ersä for short, is a globally acting technology group based in Kreuzwertheim, Lower Franconia. Founded in 1779, the owner-managed company produces and sells foam and foundry machines as well as equipment for electronics production. The holding company has 21 subsidiaries with seven production plants and 10 foreign affiliates in Europe, North America and Asia.

The decision for the SAE CPQ was made within a very short time and was also supported by Mr. Rainer Kurtz, General CEO. The implementation started quickly and within 6 months the first systems were completely digitalized and made available for sales through the SAE application. The key factor for choosing the SAE CPQ was the possibility to take over the existing set of rules and regulations and display it on the SAE platform in an easy and well-organized format, as well as the fact that in case of an order placement the configuration evaluation, bill of material, prices and texts were automatically transferred to the Kurtz Ersä SAP® system. This ensures consistent processes and maximum efficiency with convincing usability and sustainable data usage.

With the SAE product configurator all users are empowered to configure and quote the complex, multi-variant systems inclusive of available additional options quickly and accurately. The automatically generated quote document shows all relevant evaluations and selected options - including layout drawing, detailed descriptions, attractive images, ensuring correct prices and discounts. This not only convinces the entire team at Kurtz Ersä, but also their distributors and customers all over the world.



Kurtz Ersä Group



Industry
Plant construction



Employees
approx. 1,500 (worldwide)



Headquarter
Wertheim / Kreuzwertheim

Digitalize know-how, use and share data sustainably & worldwide – the digital transformation of sales at Kurtz Ersa

The constant increasing demand for Kurtz Ersa's innovative equipment and the international growth were the main reasons for the implementation of a CPQ solution. The goal was to digitalize the entire technical know-how of the most experienced sales employees, to automate the quotation process and to guarantee the technical feasibility already in the quotation process.

Kurtz Ersa has achieved all these goals with SAE CPQ. The worldwide sales team is strongly supported in its daily work, the top-level technical know-how is digitalized and shared worldwide between the SAE users. The technical feasibility is already guaranteed in the quotation process, process times have been reduced, process quality has been increased, and data usage is consistent and sustainable in symbiosis with SAP® ERP. Communication is bidirectional - all relevant master data, such as materials and prices, are transferred from SAP® to the SAE platform via standard API. If an order is placed, all relevant data is being transmitted to SAP® with one click (bill of material, evaluation, prices, ...).

The corresponding set of rules (object dependencies), descriptive texts and attractive product images are captured in the SAE application. After a data release the worldwide sales team can access and use new product configurations and data. Of course, existing quotes based on former releases are still available and can be updated at the push of a button if needed - the feasibility is guaranteed in any case. New quote versions, customer-specific special requests and a configuration comparison are also very simple in SAE CPQ. The bill of material is being automatically generated based on the quotation and it takes only one click to transfer it to the Kurtz Ersa SAP® (Inquiry, quotation or order). All further processes run fully automated in SAP®. Among many other supportive functions, the SAE CPQ offers an individual user dashboard. The quick overview of all leads and quotes guarantees successful work and a perfect customer service. The SAE CPQ was additionally connected to the Kurtz Ersa telecommunication system and supports the users enormously with the SAE route planning app.



„With the SAE CPQ, all options and machines are available in the consulting process. Even complex quotations, including layout drawings, can be created worldwide and error-free within 30 minutes with SAE CPQ. We are happy that our competitor do NOT have such tools.“

Rainer Krauss,

Executive Vice President, Ersa GmbH

SAE CPQ is used across all industries - in more than 70 countries, for more than 20 years.

"Kurtz Ersa was one of the projects I was involved in when I was still working in project management. The cooperation was great and the colleagues of Kurtz Ersa impressed me with their know-how and the dynamic in the whole team. I am still very pleased about every collaboration with the Kurtz Ersa team."

Susanne Henkel, Managing Director SAE GmbH

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