

# SUCCESSFUL PARTNERSHIP

## FLIEGL & SAE

**Fliegl is using SAE CPQ successfully since 7 years in worldwide sales and its partner network**

**U** sing SAE CPQ, Fliegl Sales & Fliegl distributors configure innovative agriculture vehicles customized worldwide and quote them correctly considering country specific requirements and pricing.

All relevant master data, such as materials and customer data, is transferred from the ERP to the SAE platform via the standard API.

A product management employee maintains the descriptive texts, product images, prices and the corresponding set of rules. All tasks can be done via drag & drop and even the relationship knowledge can be maintained intuitively, quickly and graphically in the SAE CPQ platform.

After a data and release approval, all product configurations, images and information are available to the global sales teams and other sales channels.

With the distributor version of SAE CPQ, Fliegl also provides its dealers with the possibility to create attractive quotations with correct prices as well as latest product images and texts with very little time and effort.

### Fliegl Agrartechnik GmbH



**Industry:**  
Vehicle construction & agricultural engineering



**No. of employees:**  
350+



**Headquarters:**  
Mühldorf / Inn



**Network:**  
20 locations



Source: Fliegl Agrartechnik GmbH

The family owned company Fliegl is the world's largest manufacturer of agricultural trailers. With its 20 locations, Fliegl is successful both locally and internationally in the production of agricultural machinery.

The focus is on products for liquid manure, transport and spreading technology as well as products to simplify harvesting logistics.

### ► SAE Variant Management & CPQ Platform

*We have been seeking for a long time to find a system that supports our sales perfectly in its daily business. The challenge was to find a partner who could guarantee us both design freedom as well as practicability and offline availability.*

Bernhard Berger, Sales Manager at Fliegl

# SAE SOLUTION FOR FLIEGL

## SAE value proposition



**Solid**  
25 years in the market &  
SAP® Silver Partner



**Fast**  
100% project success rate  
through skilled experts



**Reliable**  
Highly functional APIs for a  
consistent E2E process



**Flexible**  
Intelligent platform with  
seven smart add ons

## Reduce cycle times, optimize data quality

### SAE Developer

Product configuration with versioning  
and intelligent release management.

### SAE Sales

Fully integrated premium standard  
with a comprehensive dashboard pro-  
viding a transparent quotation status.

### SAE ERP API for Fliegl AvERP

Bidirectional data exchange via a  
highly functional ERP standard API.

### SAE Offline Client

Fully integrated CPQ add on for net-  
independent usage of the SAE plat-  
form on the move.



## Key Benefits

### Automated quote generation with guaranteed buildability



The SAE product configurator guarantees the technical feasibility of Fliegl products during the consultation process and convinces through high usability in practical situations.



For maximum consistency and an ideal system landscape, the quotation including all relevant data is automatically transferred to the Fliegl ERP with a simple click when an order is placed.



The SAE application provides an offline client for maximum usability and gives excellent support every day to the worldwide Fliegl partner and distributor network.



The focus is on functionality, intuitive usability for all types of users and on recognizability. Design and color scheme match the corporate design of Fliegl.

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