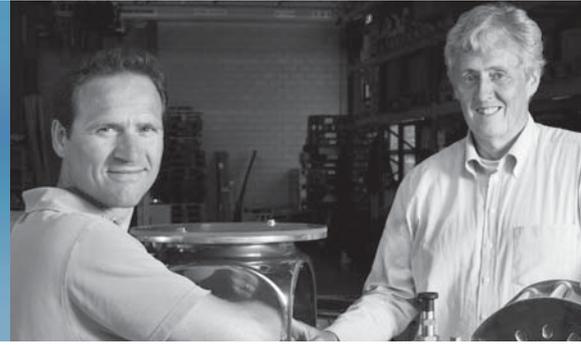


“After two weeks, a new sales rep can make his first quotation for a customized machine”



f.l.t.r. Jeroen Manders PRODUCT MANAGER,
 Guy Mutsaerts COMMERCIAL DIRECTOR

Goudsmit Magnetics has 50 years' experience in designing and manufacturing magnets and magnet systems for a wide range of applications. Goudsmit Magnetics' products are exported to 80 countries all around the world. Goudsmit Magnetics has three divisions: separation, recycling, and handling & conveying. Goudsmit Magnetics utilized the engineer-to-order principle, in which production is only carried out on assignment from the customer. Although Goudsmit performed well using this philosophy, all of the changes had become unmanageable for production. The company therefore decided to increase standardization in its products. To support these efforts, the company went in search of a suitable sales support system, and ultimately decided on Sofon. Guy Mutsaerts, Commercial Director at Goudsmit, and Jeroen Manders, Product Manager, discuss what the arrival of Sofon has done for their company.

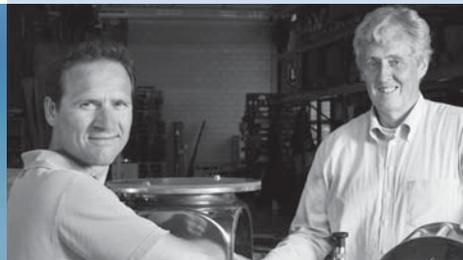
The relationship between engineering and sales has improved tremendously thanks to Sofon

BUSINESS PROCESSES

Goudsmit was having trouble translating their customer wishes into the right solution and delivering the solution promptly. “At that time, we scrutinized all of the business processes and went in search of a sales support system”, explains Jeroen Manders, Product Manager at Goudsmit. “When making a choice for a sales support system, Sofon stood out thanks to its quotation calculator. Sofon's working method was ultimately the deciding factor.” Guy Mutsaerts, Commercial Director at Goudsmit, adds, “The supplier is required to tell us how we must use a system, and Sofon made that clear to us.” The eventual choice for Sofon was made definitively when Mutsaerts brought his Managing Director along to a Sofon seminar. “During the seminar, he understood immediately the potential for Goudsmit.”

STANDARDIZATION

Using Sofon, Goudsmit was able to deliver custom work within modular standards. As Mutsaerts explains, “Standardization often means that customers must accept what the supplier comes up with. That's not the direction in which we wanted to go. With Sofon, the advantage is that we are now in fact very flexible in sales. We respond to our customers' wishes with our modules. We continually discuss with engineering what options we want to offer in our sales. We then embed the feedback that we receive from engineering regarding these discussions as new modules in the Sofon model. In that way, we have created a link between sales and engineering. This new approach enables us to grow without allowing the number of options to get out of hand. We manage the standards much better now. This has also led to a better product forecast, with which production can manage its activities more effectively and procurement can modify its policy.”



“After two weeks, a new sales rep can make his first quotation for a customized machine”

FAST, SMART IMPLEMENTATION

Manders appreciates Sofon’s approach to the implementation, “Sofon gave us a clear recommendation on the implementation method. We understood the setup of Sofon completely, which enabled us to clearly express how we wanted the information to be presented in Sofon. By building models together with a Sofon consultant, your model building proficiency increases. Thanks to the coaching and guidance of the Sofon consultant, after the implementation, you are able to continue independently. Working with Sofon is enjoyable, and the implementation method is extremely effective.” Goudsmit went live following a six-month implementation.

COMPLETE QUOTATIONS THANKS TO SOFON

Since the implementation of Sofon, all of Goudsmit’s quotations now run via the new system. As Mutsaerts explains, “We now make 100% of our quotations with Sofon. All of our product data was already saved in a product portal. The major advantage of that was that all of the information was available already pre-structured. The product portal is used almost as a type of hat rack on which we continually “hang” information. The link

between the product portal and Sofon enables quotations of all machines to be created using Sofon. The ultimate goal is to make the quotations at the customer’s location.” According to Mutsaerts this would be a major step forward, because changes could then be made immediately, which in turn would lead to an increase in the quotation speed. New sales representatives also work faster with Sofon. “After two weeks, a new sales rep can make his first quotation for a customized machine, something that used to take six months. And all of this is thanks to Sofon.”

SELLING PRODUCTS INTERNATIONALLY

Goudsmit currently works mainly in the Netherlands, Germany and France. “However, we have had difficulty acquiring dealers abroad,” Manders says. “Our product arsenal is so large that dealers have difficulty offering the right product. They do not possess adequate product knowledge on-hand and find it difficult to answer questions from customers. Sofon can help us with this. When Sofon is set up and rolled out for dealers, they are easily guided through the available choices. The hope, therefore, is that it will become much easier for us to acquire dealers in various countries.”

WHAT DID GOUDSMIT ACHIEVE WITH SOFON?

- Uniform product information
- All quotations made using Sofon
- Quotations are made more quickly and are complete
- Training times for new sales representatives have been shortened dramatically
- Better relationship between engineering and sales
- Better manufacturing process as a result of standardization
- Time savings in the procurement department as a result of an improved quotation process
- In the future: easier sales of products abroad via dealers

