

Customer Story

Meyn Reduced Quoting Time by More than 60%

Dutch company Meyn is the world's leading manufacturer of chicken processing equipment. The company delivers thousands of customer quotes per year and wanted to reduce the manual work that went into producing detailed quotes. With help from Tacton, Meyn has transformed its quotation process and cut the time to create a custom quote by more than 60%.

“We have a great cooperation with Tacton, we’ve found them to be very flexible and responsive. It feels more like a partnership rather than a customer, supplier relationship and they are really helping us to succeed.”

- Sicco Saft, Meyn

From beginnings in the small town of Oostzaan, Dutch company Meyn has quickly grown to become the world's leading manufacturer of poultry processing equipment. Today the company's equipment can be found in processing plants across the globe.

A market-leader built on innovation

Meyn provides everything from standalone machines to wall-to-wall factory solutions which can include up to 80 different pieces of equipment. From the early 70s, the company has built its success on innovative product development. This focus on innovation and a dedication to quality and reliability has made Meyn a leading manufacturer in the world.

Rapid success brings a challenge

As Meyn grew, the number of contracts it was bidding for increased, and by 2010 the company was preparing 2,000 quotes per year. To produce these quotes, Meyn relied on a product configurator that had originally been developed to support manufacturing requirements.

The configurator was sequential, and to generate a valid quote, the sales team needed to answer up to 70 questions about product features and options. It made no difference if the quote was at the budget or detailed level, the same set of questions had to be answered, in the same order – every time. Jan Ras, Manager of Sales Support at Meyn explains, “Early in

the sales cycle, the sales team wouldn't have the insight to answer all the questions, they might have limited answers. But without input to each question, the configurator couldn't generate a valid quote.”

This meant the sales team often had to turn to product specialists, who in turn needed to contact the customer. This process took a lot of time and effort. Ras points out:

“You needed a lot of knowledge to be able to generate a quote, and even then you could end up configuring a line with errors in it. On top of this, because of the sequential nature of the configurator, a requirement that would come up at the end of the process could affect the entire configuration right back to the beginning and you'd have to go back and adjust everything.”

A typical quotation took two days – sometimes up to a week. With a hit rate of roughly 30%, the company was spending a lot of time and money producing quotations that didn't amount to anything.

A smarter quotation tool was needed

Meyn realized that they needed a Configure, Price, Quote (CPQ) tool that would allow the sales team to quote quickly at the initial stage of the sales cycle. They also wanted the tool to be able to generate



detail for those cases that were further along. And they wanted the solution to be available online.

Business Analyst Sicco Saft explains, *“We quickly understood that a rule-based configurator would never meet our needs. We didn’t want to answer the same question over and over. We wanted to define a customer’s requirement and for that requirement to filter through to all areas it affected automatically. We also wanted to be able to start at any point in the configuration – if you don’t have an answer to a particular question, it doesn’t matter – the configurator should do the thinking for you. And that is exactly what Tacton provided us with.”*

Broad Goals, unexpected results

By simplifying the quotation process, the company reasoned that they could save time and money and focus efforts on the sales cases that were further along in the process. Saft says, *“Our mantra for the project was – quick in the beginning and detailed at the end.”*

The company was equally straightforward when setting up goals for the project. *“We wanted to reduce the number of questions it took to configure a line by 50%,”* says Saft. *“With Tacton, we ended up doing a lot better than that.”*

Saft goes on to explain that the starting point with the Tacton system is an already valid configuration that is based on defaults. From here the sales team fine-tune and optimize the configuration to suit the customer’s specific needs.

Meyn has managed to reduce the number of questions required to produce a quote by 85%. A quotation for a single machine can now be produced in less than 15

minutes, while a budget quote for a complete line takes just 3-4 hours. This previously took between two days and a week. Saft comments, *“The Tacton tool makes sure that we are there first, providing accurate quotes faster than the competition. This has been key to our success.”*

A truly integrated system

Because the Tacton configurator is fully integrated with Meyn’s CRM system, Salesforce.com, baseline customer information including geographic location, regulatory environment and any product and plant information is already taken into account. *“With these questions already answered, you don’t need to start from scratch. This saves a tremendous amount of time for the sales team,”* says Saft. The Tacton solution also integrates seamlessly with Meyn’s document management system, so the sales team can quickly and easily produce customized quotations, including pricing, technical drawings, data sheets and bills of material, or in this case, bills of equipment.

Closing the loop

Meyn started the project in 2010, at that point focusing on producing budget quotes based on defaults. Saft comments, *“The solution is maturing and we’re continually improving. We are now at the stage where we can generate detailed quotes, including all options on all machines. The solution supports complex pricing structures and document output is configurable and available in multiple languages. The next step for us is to close the loop with our ERP system, and we’re working on that project at the moment.”*

About Tacton

Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton’s Configure Price Quote software is named a Leader by Gartner in the Magic Quadrant for CPQ Application Suites and is recognized for its advanced product configuration and visualization capabilities. Tacton’s founders pioneered computer-based product configuration which today powers Tacton CPQ and CAD Design Automation. Since 1998, Tacton is trusted by global customers such as ABB, Daimler, MAN, Scania, Siemens, Xylem, and Yaskawa. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw, and Tokyo.