



## Create differentiation with configuration

As an equipment dealer in today's competitive marketplace, you need to know your customers' equipment better than they do. Whether you are a global firm or a smaller, more tightly focused one, it's the only way you can deliver market-leading after-sales service and continuous customer care. You also need to deliver on your commitments more quickly and accurately than your competition.

You must bring added value to your customers. Ultimately, what differentiates you in the marketplace is what makes you more valuable. As a dealer or manufacturer, equipment configuration is a necessity. To deliver on this value, you need the right systems to support your efforts.

## Discover new equipment opportunities

Equipment dealers create products for customers who, typically, have a specific purpose in mind for that piece of equipment. The features and options needed for the equipment running on an oil field are different from those on a construction site or those on a farm. Configuring equipment for these specific needs makes your business more efficient.

These features could depend on locations where you need to consider either specific climate or regulatory needs. The climate of US states like Wisconsin or Illinois, for example, would require different features or options than what's needed by equipment for southern states, like Florida, where the equipment needs to compensate for climate variations in engine heat.

In Europe, the climate of operations is even more diverse as you must cross languages, and environmental and economic differences. The economy in Germany is booming for construction, while its safety and environmental regulations are very strict. Germany's regulations and requirements are different than those in Eastern Europe, where the economy and regulations are lagging. Other countries, such as Spain and France, have yet another set of safety regulations and environmental rules.

**Equipment configuration is an important differentiator for dealers and manufacturers. But you can't succeed without the underlying systems that support configuration.**

From Wisconsin to Germany, providing your customers with a range of possible equipment options offers you incredible business opportunities.

## Meet your customers' evolving needs

Creating custom work can build your customer relationships by providing new business opportunities. Not only do you have a customer who knows you can deliver equipment that is specific to their needs, but they also know they can come to you to service their equipment throughout a unit's life.

You also have the opportunity to develop entirely new product sets for that customer, depending on their evolving needs.

On the other side of the dealer equation sits the manufacturer. Being able to configure equipment can lead to opportunities for upselling or cross-selling equipment, as well as increased access to other products that go along with that equipment. For the construction industry, this could be a soil compactor in combination with an earth mover. Additionally, a manufacturer could work together with a select few trusted vendors to create a new portfolio of turnkey solutions.

What it ultimately comes down to is having the agility to fit your customers' very specific needs. You can still service the customer who is pinched for time and can't wait three to six weeks to have an unusual blade configured-but you can also create a custom piece of equipment for another customer who has a longer timeline.

## Explore a range of new features

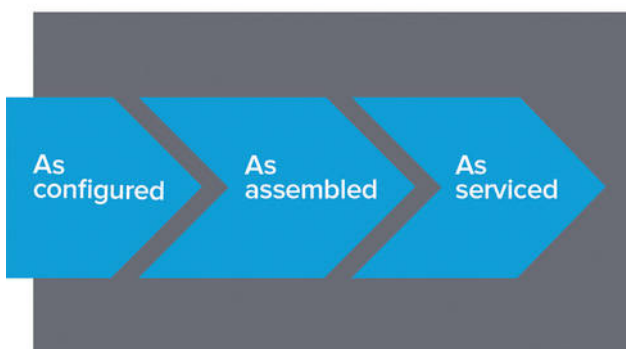
Not long ago, construction and oil field equipment offered only a handful of additional features outside their product sets. Today, we see hundreds of new features at the ready, including enclosed cabs with air conditioning, GPS locaters, telematics, sensors, and monitoring equipment. Many of these features are site specific, which underscores the importance of configuration. Today's earth mover, for example, can offer all the creature comforts of a Cadillac.

Virtually no one buys heavy equipment from stock these days. There are customers that will buy off the rack, but you're more likely to see non-configured, vanilla equipment in the rental market than anywhere else. Why? That's often the stuff that gets left on the lot.

## Create art from science

Equipment configuration is an important differentiator for dealers and manufacturers. But you can't succeed without the underlying systems that support configuration. The right product configurator makes it fast and easy for your sales people and customers to select, configure, and price your products, while ensuring that only valid combinations of features, options, and dimensions are created, quoted, and ordered.

For the agricultural industry, Infor's product configuration management (PCM) software allows manufacturers to streamline the selling and production of their configured products. With Infor® Product Configurator, you can drive revenue, reduce costs, and differentiate your brands in



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the marketplace. You'll be able to create compelling quotes, accurate orders, and complete bills of materials and routings.

Infor Product Configurator processes the rules, constraints, and associated data in product models based on inputs from the user interface and other applications. You can create comprehensive product models that make selection and configuration of the most complex products intuitive and error-free.

Many of today's customers want to visualize their vehicles before they build them. Utilizing Infor 3D Design Automation in conjunction with Infor Product Configurator accelerates your ability to view configuration-specific 3D models. The consumer can actually see what the inside of the cab will look like—they can choose *this* seat with *that* instrument console, for example—and build the cab out to the configurator's specifications. Visualization is key.

## Choose the right solution

An airline manufacturer such as Boeing® builds about three 737s a day, which is almost 900 a year. Every 737 is different. You can build a configurator and control production on an assembly line using Infor LN assembly control. This drives efficiency as you can access hundreds of thousands of parts and build your equipment as efficiently as if all the parts were identical. For Boeing, each part has been separately configured, but built efficiently enough in an assembly line.

You can use Infor LN to manufacture a configured item as efficiently as a non-configured item. Infor LN has a function called assembly control for building unique items in sequence at a high-volume methodology.

For the oil industry, Infor LN and Infor SyteLine® can configure and design custom equipment fabrications and

then handle the post-sales service. Infor LN has streamlined the management of Guascor® Power's engineering and manufacturing processes. Guascor, a leading supplier of diesel and gas engines for oil and gas equipment, uses Infor LN to handle complicated designs, while meeting production and delivery times.

Infor LN is the most powerful and comprehensive system available for managing the demands of complex, global operations. It has proven itself in a wide variety of engineering-based industries-including automotive, equipment, high tech and electronics, and aerospace and defense. It is the only full-featured manufacturing solution that completely and simultaneously supports all of the production processes commonly found in modern manufacturing-from engineer-to-order to repetitive.

## Deliver specialized promises

Your ability to configure equipment to suit your customers' needs and deliver on these promises is an important market differentiator in today's fast-changing, agile business environment.

Configuration is just one piece of the puzzle. Your ability to manage your service is just as important as configuring the equipment in the first place. Once you get into configuration, you want to make sure you can service this specialized item. If your customer has ordered a unique GPS system, and it breaks, then the dealer has to have a spare unit at the ready to get the customer up and running again as soon as possible.

Staying competitive in today's market is tough. If you're selling equipment, you need a differentiator to stand out. There's a whole world of specialization that exists for equipment dealers and manufacturers-and that's a critical value add you can deliver to your customers.



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