



FESTO

USE CASE

B2B eCommerce Success
through Product
Configuration

With over 20,000 employees, Festo is the world's leading provider of automation technology for factory and process automation. Festo offers over 30,000 products, such as drive systems, motors, industrial robots, sensors and valve terminals for pneumatic and electronic automation technology. These are customised for customer-specific applications across vastly varying industries using diverse modular systems and a product configurator.

camos.

Highlights at a glance

- **Product configuration:**
Festo products are customised for customer-specific applications across vastly varying industries using a product configurator.
- **eCommerce:**
Prospective customers intuitively configure their product on the Festo website and order via a checkout feature.
- **End-to-end automation:**
Thorough automation throughout the configuration and ordering process generates an edge over the competition.

Rapid growth in eCommerce

eCommerce is rapidly gaining importance at Festo as a sales channel for modular products. Patrick Deuscher, Head of IT Sales Operations and CPQ at Festo, explains, 'customers can intuitively and easily configure their own configurable products and systems online using our company website. More and more customers are using this option and ordering their configured products directly via the checkout in our shop. Each day, we have around 12,000 visits to our online configurator. A product is configured and placed in the cart for every five visits.' If there are any uncertainties or questions about the configuration, customers can also request a quote, send a request or even get in touch with Festo product experts.

Company

Festo SE & Co. KG

Location

Esslingen a. N.

Portfolio

Fabrikautomation, Prozessautomation,
LifeTech Automation

Internet

www.festo.com



Challenge 1: End-to-end automation with error-free configuration

For Patrick Deuscher, one thing is clear. 'We are automation specialists, so correspondingly, many of our internal processes are also automated. When a customer configures a product and orders it using our website, the order isn't manually checked. It's sent directly to our production team, and the product is then produced, fitted and shipped. An error in the configuration process would impact our entire supply chain. For the end-to-end automation of the processes, we need a highly reliable configuration platform whose central aim is to ensure the technical plausibility and completeness of the products'

Challenge 2: Exceptional user experience through performance

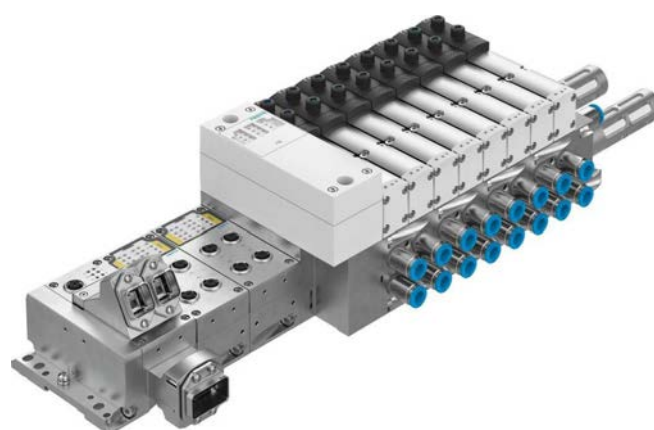
The previous configuration platform was unable to offer enough performance when configuring some products. For example, the VTSA-F-CB valve terminal (see image on right) – Festo's largest valve terminal that can take up to 96 module units and integrate up to 4 valves, which can be configured down to every detail. Then we have up to 10 CPX module units responsible for electronic controls. This generates enormous product variability in a valve terminal measuring up to 8 metres in size. The former configuration platform met its limits when it came to such complex products. In the case of the VTSA-F-CB, this showed itself in loading times and revaluation delays, which became too long for user acceptance in eCommerce and also rendered internal processes inefficient and costly.

New high-performance configuration platform

So that products such as the VTSA-F-CB can be configured with 100% technical accuracy and without long loading times, Festo decided to implement a configuration platform provided by CPQ specialists camos. This achieved a high level of efficiency where other solutions faltered due to a multitude of rules and dependencies. The camos configuration platform's object orientation means that data and functions are not just described,

rather all relationships and structures of classes are taken into consideration regarding all objects.

The model sizes of very different products are reduced so they can still be efficiently modelled. Patrick Deuscher is thrilled about a performance boost of 91%: 'by introducing the camos configuration platform, we reduced the loading time when starting the VTSA-F-CB valve terminal configuration process from 44.5 seconds to just 3.96 seconds, allowing us to offer user-friendly product configuration on our eCommerce channel.'



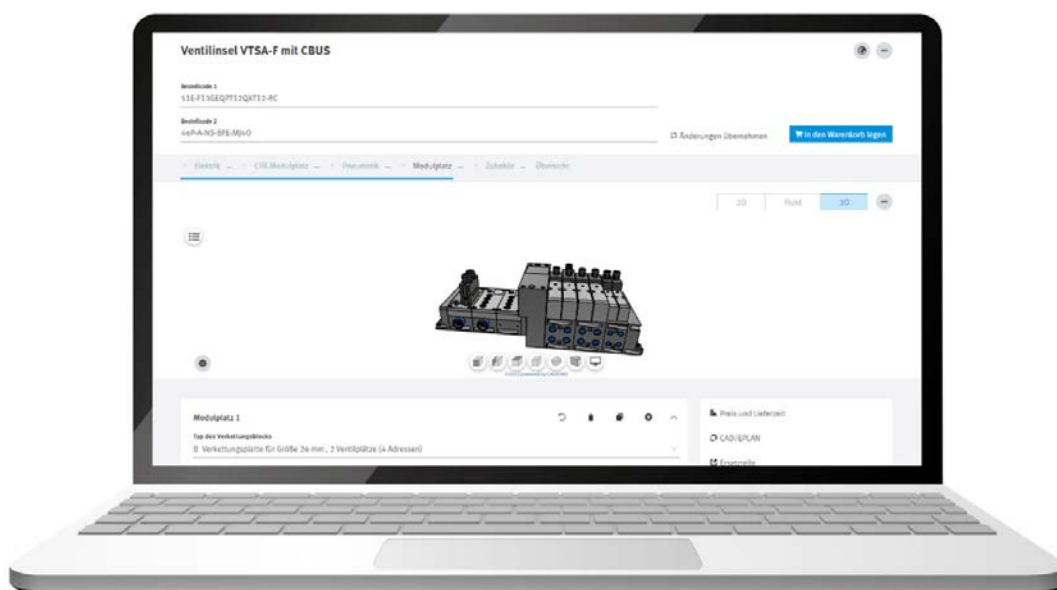
The VTSA-F-CB valve terminal has a modular setup and can be up to 8 metres long when fully configured.

Successful omnichannel strategy through intelligent orchestration

The camos configuration platform is embedded into the Festo omnichannel strategy, allowing a consistent digital user experience. The generation of quotes and orders has also been partially automated through integration into the SAP quote process. This integration also ensures that information about pricing and delivery windows is shown during the configuration process. Festo product experts access the product configurator from the SAP system through the ERP interface, and can help customers with questions or uncertainties based on identical master data in the configuration process. CAD integration allows customers to download the CAD model for their configured product and use this in their own engineering environment. This reduces uncertainty within the purchasing process, increasing the likelihood of a completed purchase.

Transparent information in online product configuration

The configuration process begins with a partially completed configuration. While the configuration process is underway, the relevant accessories are identified and information displayed in the product overview's technical data section. So, for example, the operating pressure with internal pilot air supply displayed on the website is constantly adapted to information entered into the configuration. With a fluid representation, customers can view the switch setup or use the 3D viewer to create a realistic impression of how the complete configured product would look, what connecting options are available and how the valve terminal could be screwed into the customer's own system.



3D visualisation of the VTSA-F-CB modular valve terminal during the configuration process.

Global roll-out with modern software development methods

The introduction and integration of the camos configuration platform was realised in an agile project focussing on the concepts of continuous integration and continuous delivery. Patrick Deuscher: 'we were able to extensively automate the integration and deployment process with the help of tools such as camos Unit Test and camos Transport. The project team, Festo management and camos worked very closely together as a team towards the project's success from the very beginning. This was instrumental in rolling out the new configuration platform across all countries using the Festo online shop in May 2022.'

camos CPQ as quotation tool for over 2,000 sales employees

In future, camos will also support Festo in the classic sales process. Patrick Deuscher: 'In the meantime, we have already started a new joint project with camos. We want to introduce the camos CPQ solution as a quotation tool for over 2,000 Festo sales employees. In the process, our new camos configuration platform will be supplemented by the camos pricing and quoting module.'

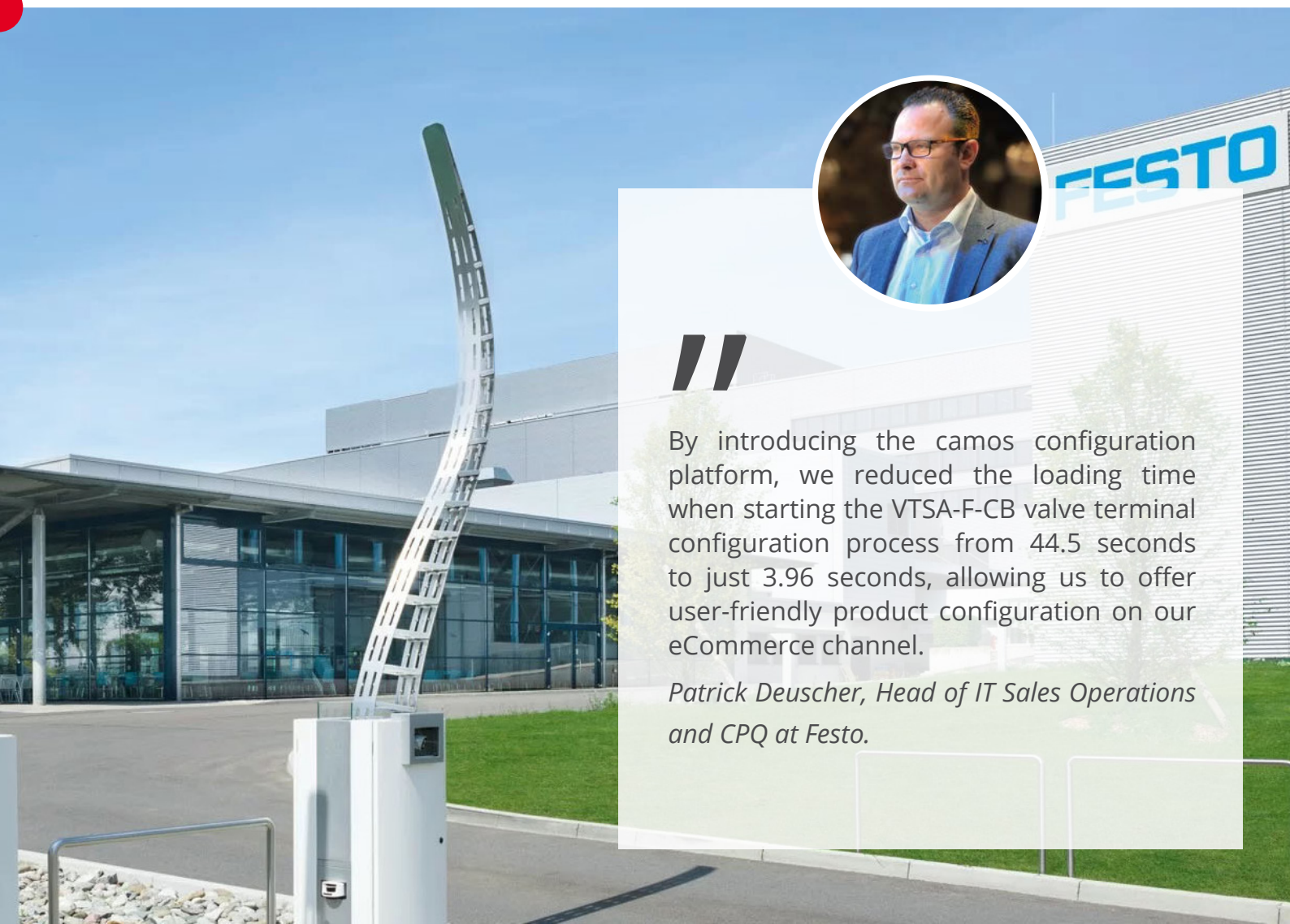
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Patrick Deuscher, Head of IT Sales Operations and CPQ at Festo.



camos CPQ – because everyone involved benefits

- Customer:**
- Orientation on their individual requirements
 - Clear idea of their product's properties
 - Information available ad hoc – offers virtually in real time

- Sales:**
- Faster offer process – higher success rate
 - Cross- and up-selling options for the system
 - Profit increase – rules for complying with discount limits
 - Centrally managed knowledge – sales without technical know-how



18 % less
coordination with
other departments

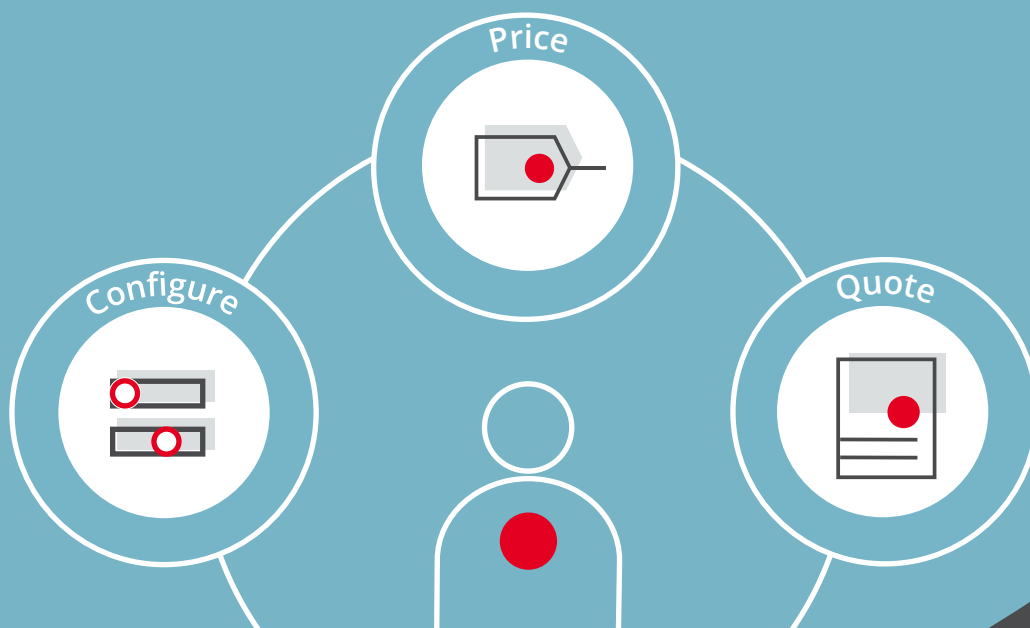


33 % shorter
processing times for
creating offers

- Marketing:**
- Intelligent evaluation of sales data
 - Data on market and product trends
 - User interfaces and offer templates in the corporate design

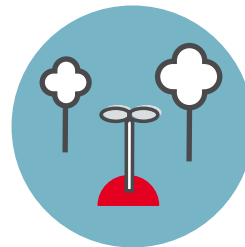
- Production:**
- Only technically correct and complete specifications
 - Scale effects through product modularisation reduce costs

- IT:**
- Fewer system disruptions – comprehensive configuration, calculation and sales tool



In support of camos

- 200 successful CPQ projects: leading provider in Europe
- One of the leading CPQ solutions for the B2B market since 15 years
- Notable customers with technically complex products such as Siemens, KONE, KSB or MAN use the software worldwide
- camos consults its customers in projects for the digitalization of sales as a strategic partner and offers a complete service portfolio for the introduction and customer-specific adaptation of the CPQ solution



Contact us for a demo



Daniel Kaiser
+49 711 78066-12
d.kaiser@camos.de



camos Software und Beratung GmbH
Friedrichstraße 14
70174 Stuttgart, Germany