



Somfy is the leading global manufacturer of strong, quiet motors with electronic and app controls for interior and exterior window coverings. There are over 270 million users of Somfy products around the world and Somfy creates designs for both commercial and residential markets. They produce motors for window coverings such as interior shades, wood blinds, draperies, awnings, rolling shutters, exterior solar screens and projection screens. Somfy products integrate easily with other automated building systems.

Business Need

Before CPQ was implemented at Somfy, each country in which the company traded used a different quotation tool. There was a lack of consistency between quotes which made it especially hard for international customers.

Only 20% of quotes were being followed up

Mistakes in quoting were being made, as some of the tools were offline. Pricing and discounting was a real issue.

Solution

With a CRM and ERP system in place, implementing CPQ technology was going to be the key to standardising all quoting at Somfy. Many CPQ providers were considered by Somfy, but after a lengthy decision process, it became clear that Oracle CPQ was the best fit.

The flexibility of the Oracle CPQ system was a key benefit, as were the quick, efficient and professional looking outputs that it produced.

Challenges

When implementing CPQ technology, it is essential to have someone customer-side who owns the project, not only an expert to integrate the tools needed for the organisation's day-to-day work but who also knows the different business areas. There was a lack of such a person at the start of the CPQ project which created a few challenges initially. These were fixed as soon as the roles of the business and IT stream leader were clarified and assigned.

Benefits

Now, when quotes are produced at Somfy, those costly mistakes are a thing of the past.

There is less manual work needed and that, with the integration between Oracle CPQ and Salesforce saves a great deal of time and resource.

Every quote is now visible in Salesforce which means that follow-ups can easily be assigned and completed and every member of the sales team in each country receives an automatically generated list of quotes to follow-up once a week. Up-selling is also easier since the implementation of CPQ. When Somfy added services to their quotes, customers have started to buy them and

because of this there has, for example, been a 200% increase in the take-up of maintenance contracts in the last year.

200% increase in the take-up of maintenance contracts in the last year

Not only have sales improved at Somfy, but the business reporting has changed after implementing Oracle CPQ.

There is a complete dashboard in Salesforce where the number of quotes created and who owns them can be easily viewed. The dashboard enables the company to decide where to focus the sales teams' efforts which in turn informs them as to how their teams should be working.

There has also been great feedback from Somfy's customers. The quotes are now consistent and look a lot more professional.

Overall, the implementation of Oracle CPQ has been hugely beneficial for Somfy.

The Oracle CPQ solution is completely integrated in the Salesforce CRM

They are pleased with how the system operates internally, but as a forward-looking company they are keen to make sure the system stays up to date, so Walpole Partnership is delighted to be their implementation partner of choice for their future CPQ work.

"We have had a very good connection with the team at Walpole Partnership.

There was a good level of sharing between the business intelligence from the Walpole team, presented by Ingmar and then we were in touch with Pradeep and it was taken to the next level.

Ingmar and Pradeep had different approaches. Ingmar was the project leader and he was great at explaining what was possible and the benefits of implementing CPQ. Then there was Pradeep who was very fast and very good at creating what we wanted. His response times and the way he programs and does things is brilliant. I don't think you can find someone doing it better."

Davy Donders, Channel Manager, Somfy Benelux

