



How PROS Smart CPQ reduced order processing time by 90% for SDMO Industries



Before

SDMO Industries' pricing process and product and channel complexity were hindering its profitable growth.

- Manual processes made communicating product features and accurate pricing information to customers difficult.
- The company's pricing and sales methodologies were not uniform across the globe, making the sales process inefficient, leading to providing suboptimal customer service, and hindering the development of new markets and sales channels.
- Order transfer methods from sales to manufacturing were error-prone and time-consuming, costing the company and slowing customer response time.

With PROS

SDMO Industries chose [PROS Smart Configure Price Quote \(CPQ\)](#) to:

- Create a single master catalog tailored to each specific market.
- Guide sales reps and channel partners through the selling process.
- Identify and locate specific products and associated spare parts.
- Quickly customize its power generation equipment to match customer requirements.
- Generate accurate and compelling quotes and proposals.
- Automatically convert quotes into customer orders and send them to manufacturing.

portable.kohlerpower.com/

Company information
Manufacturer of power generator units

Number of employees
850

Industry
Industrial Manufacturing

Revenue
€840 million

Results

90% reduction in order processing time

The global sales team can now create quotes in minutes.



Streamlined sales

Accurate product data and rules enable a smoother customer experience.



Better customer service

Today, the company responds to customers faster, and customers have access to the information they need online.



Sales expansion

PROS has empowered SDMO to develop new markets and sales channels.