

SUCCESSFUL PARTNERSHIP

KURTZ ERSA & SAE

Kurtz Ersa is successfully using SAE CPQ since 12 years in worldwide sales and with Ersa sales partners

With the SAE product configurator, Ersa can configure complex, highly variable systems quickly without errors and offer all available additional options convincingly.

The automatically generated quote document includes all relevant valuations and selected options – including installation drawing, detailed descriptions, attractive images and consistently correct prices and discounts.

The decisive factor in choosing SAE CPQ was its excellent usability, the ability to map the set of rules easily and concisely in the SAE platform and the capability to automatically transfer the configuration evaluation, bill of materials, prices and texts to the Kurtz Ersa SAP® system on receipt of an order.

Thanks to end-to-end processes, maximum efficiency and sustainable data usage, the decision was taken very quickly. The implementation started shortly afterwards and in less than six months, some of the first systems in the portfolio were fully digitalized in the SAE solution and available for sales.

Kurtz Ersa Group



Industry:
Plant engineering



No. of employees:
1,500+ worldwide



Headquarters:
Wertheim /
Kreuzwertheim



Network:
21 subsidiaries



Source: Kurtz Ersa Group

Founded in 1779, the owner managed company produces and sells foam and foundry machines as well as systems for the electronics manufacturing industry.

The holding company has 21 subsidiaries with seven production sites and ten foreign locations in Europe, North America and Asia.

➤ SAE Variant Management & CPQ Platform

With the help of SAE CPQ all options and machines are available in the consultation process. Even complex quotes including installation drawings are being created worldwide and flawlessly with the SAE CPQ within 30 minutes.

Rainer Krauss, Executive Vice President at Kurtz Ersa

SAE SOLUTION FOR KURTZ ERSA

SAE value proposition



Solid
25 years in the market &
SAP® Silver Partner



Fast
100% project success rate
through skilled experts



Reliable
Highly functional APIs for a
consistent E2E process



Flexible
Intelligent platform with
seven smart add ons

Digitalize know-how, guarantee feasibility

SAE Developer

Set up of the holistic system configuration including versioning and intelligent release management.

SAE SAP-IC

The SAP-Interface Cockpit from SAE ensures seamless data exchange as well as consistent communication with SAP®, including automated order generation.

SAE Sales

Fully integrated premium standard with a comprehensive dashboard providing a transparent quotation status.

SAE Workflow

This add on enables processes and tasks to be communicated and executed in real time, for example ETO inquiries all the way through to discount approvals.



Key Benefits

Sustainable data usage & automated quote generation



Technical feasibility is guaranteed in the quotation process with optimum lead times and high process quality. Data is used sustainably in symbiosis with SAP® ERP.



The set of rules, descriptive texts and product images are captured in SAE CPQ. After release approval, global sales teams have access to the latest product configurations and data.



The technical bill of materials is generated automatically based on the quotation and the transfer to the Kurtz Ersa SAP® only takes one click. All further processes are performed in SAP® in a fully automated way.



The sales order dashboard in SAE CPQ provides a quick overview of all leads and quotations, guarantees a high success rate and allows optimal customer service.

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