



Balanced Body

Customer Success Case Study



Balanced Body Sees Consistent Revenue Growth with Experlogix CPQ

Challenge

Founded in 1976, Balanced Body, Inc., is the world's largest provider of Pilates equipment and education. Combining state-of-the-art engineering, materials, and technology with a modern understanding of human biomechanics, Balanced Body has been a true innovator in the personal exercise equipment space.

With such a long, rich history of product innovation and expertise, Balanced Body needed a fully automated business system to match the success and vision that they set forth as company.

Additionally, having tens of thousands of varying product configurations in its repertoire, they needed an efficient and consistent way to process quotes and orders faster and easier. "Because we sell both business-to-business and business-to consumer, we needed a solution that could dynamically and accurately create custom bill of material (BOMs) and Routings," said Adam Endelman, Director of Business Intelligence at Balanced Body. "Previously, our CRM system was so archaic that it only had a pricing and quoting engine with no BOM or routing functionality," noted Endelman. "We needed to change that."

"Our salespeople would create the configuration, and it would basically manifest itself as a line item on the sales order with a particular description and price. After the sales order was submitted, someone in the production planning department would manually create the custom BOM in our back-office software to track inventory, and we would print copies of the order with their descriptions and ensure that they made their way onto the shop floor," said Endelman. "We needed to eliminate those paper travelers."

Product

- Experlogix CPQ

Benefits

- Automate BOMs and manufacturing orders for custom products
- Configure orders automatically – no opportunity for errors
- Improve speed and accuracy of quotes for sales team

Tech

- Microsoft Dynamics 365 CRM and ERP

Solution

Balanced Body requested proposals from over ten different independent software vendors (ISVs). “Most responses came back with ‘one stack options,’” mentioned Endelman. “Yes, they included updates to our legacy CRM and ERP systems but with no CPQ integration or functionality. We even considered writing our own configuration platform.”

“About a year into our review, we determined that CPQ was the missing link to fully automating both our sales and internal business systems,” said Endelman.

Balanced Body’s decision to implement Experlogix CPQ into their technology stack was an easy one.

“The seamless integration with Microsoft Dynamics made our decision to implement Experlogix very clear,” said Endelman. “In addition, we also needed a CPQ solution that could dynamically and accurately create custom BOMs and Routings. Experlogix has given us the tools that we need to maximize our quote-to-order and manufacturing performance for custom products.”

Result

Adding Experlogix CPQ to its technology stack has been a real game-changer for Balanced Body. “Since going live with Experlogix, our revenue has grown by 5%–10%, year-over-year, and orders have increased,” says Endelman.

“As an IT manager, one of the things that I love about Experlogix is that end-users with the right training and product knowledge can do the configuration and build rules and create price lists,” noted Endelman. “Experlogix doesn’t require someone from IT to administer.”



“The seamless integration with Microsoft Dynamics made our decision to implement Experlogix very clear. Since going live with Experlogix, our total revenue has grown by 10% year-over-year.”

Adam Endelman

Director of Business Intelligence

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