



Copahome

Customer Success Case Study



Copahome Solves Order Challenges with a Fully Integrated Solution Built on CPQ, Sana, and Dynamics NAV

Challenge

Until recently, Copahome used the AS 400 system to place orders. This system requires an external consultant to update the catalog whenever a change is made to a product or a new product is added/updated. This process is costly and takes time, often leading to faulty orders.

In 2014, the decision was made to transfer to a CPQ tool combined with Sana's e-commerce solution in the Microsoft Dynamics NAV platform. This would allow Copahome to process all product changes and expansions independently. To speed up the communication process, Copahome hired a modeler with in-depth knowledge of their product portfolio. Product managers now work directly with someone who understands the product and understands how the order system works. Copahome is now entirely in control.

Solution

Each of the more than 1,000 Copahome dealers can work within CPQ using their login for the order platform — a portal. This portal has been built with CPQ but has a fully customized design based on the Copahome corporate identity. This gives the Copahome

Product

- Experlogix CPQ

Benefits

- Improve speed and accuracy of orders
- Configure orders automatically — no opportunity for errors
- Automate bill-of-material and manufacturing orders

Tech

- Microsoft Dynamics 365 NAV

website and the order platform one identity, which is essential for the professional appearance of Copahome towards the dealers. When a dealer is logged on, they can independently compile the price quotation and order the products. CPQ continuously calculates the (im) possibilities of the product choices that are being made and shows the impact on the price and the visualization.

When the dealer reaches an agreement, they can order the product with one click of a mouse. Sana Commerce realizes the payment. CPQ automatically generates all the necessary production materials in the Dynamics NAV system, such as routings and bill-of-materials. There's no need for a Copahome employee to interfere in this process.

Result

The combining of Dynamics NAV, Sana Commerce, and CPQ has brought great results to Copahome. The internal and external configurators (the portal) consist of just one model. This means that Copahome only needs to update and adapt to one environment, and the user interface can be adapted to the needs of the dealer or internal staff. Our more than 1,000 dealers now deliver 66% of our orders online, and these orders are 99.9% correct. It is no longer necessary to do a check or work order preparation. The order-to-production time has been reduced by three to four days, leading to better delivery terms. Lead time is now often calculated in days instead of weeks.

Not only are the orders 99.9% correct, but routings and BOM are also generated in this fully integrated environment. The fact that Copahome can independently manage CPQ is very satisfying. Changes, small updates, or even adding entirely new product lines can be done immediately, allowing each of the dealers to quickly and flawlessly process orders. Thanks to CPQ, a need has been fulfilled for Copahome.



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Waldo Ragole

ICT Manager at Copahome

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