

Ludowici Roof Tile

Case Study

Architectural Tile Manufacturer Achieves 90% Reduction in Quoting Errors

Ludowici offers high quality terra cotta tile and is the premier choice for architects, homeowners and commercial projects.

Challenge

The Ludowici family of products includes roof tile, roof accessories, floor tile, wall cladding, and solar shades. With more than 12,000 different products in their catalog and virtually unlimited decorative configurations, every project is unique, and no two orders follow a standard template.

After successfully deploying Experlogix CPQ within Microsoft Dynamics 365 Finance and Operations, Ludowici had dramatically improved order accuracy and processing speed. However, the company still relied on ERP-side quoting and needed to bring CPQ capabilities into their CRM. Line items remained tedious to create: each job requires a custom parent-child setup with extensive metadata, bills of materials, and routings that must be accurate down to the individual tile model.

Ludowici needed a way to extend their proven CPQ environment into Salesforce, automate the most repetitive quoting tasks, and maintain a seamless connection back to Dynamics 365 for order fulfillment and costing.

The Ludowici logo, featuring a stylized sunburst icon above the word 'LUDOWICI' in a serif font.

CLIENT

Ludowici Roof Tile

PRODUCTS AND SERVICES

- Salesforce CRM
- Microsoft Dynamics 365 Finance & Operations

KEY CAPABILITIES

- Dynamic BOM & Route Generation
- Salesforce & Dynamics F&O Integration
- Real-Time Standard Costing

CORPORATE DETAILS

For over 130 years, architects, homeowners, universities, commercial, and government clients have turned to Ludowici for uniquely beautiful architectural terra cotta products that stand the test of time. Crafted in New Lexington, Ohio, Ludowici products are infinitely customizable and carry a 75-year warranty.

COUNTRY

United States

Solution

With Experlogix CPQ Salesforce integration, Ludowici saw the opportunity to bring quoting into their CRM. Working closely with the Experlogix team, Jeff Lucas, Director of Continuous Improvement, extended the existing CPQ configuration into Salesforce while preserving the full depth of BOM generation, route creation, and dynamic standard costing that the business depends on.

Ludowici then built a Power Automate flow that triggers when a job is won in Salesforce. The flow creates the sales order header in Dynamics 365, calls the Experlogix Web Config Service to retrieve the configuration XML from Salesforce, and writes it directly into the ERP, allowing downstream teams to make minor edits without duplicating effort.

Automation in Action

To tackle the most labor-intensive part of quoting, Ludowici designed a custom automation layer on top of Experlogix CPQ. The team built a Salesforce flow that reads the quote detail page, identifies the field tile, color percentages, quantities, and units of measure, then automatically generates the correct line items, including associated accessories and model IDs.

The flow assembles the data into a configuration XML template and sends it through the Experlogix Web Config Service, which completes the remaining fields. This automation is expected to handle roughly 90% of incoming quotes.

Real-Time Data Integration

Ludowici pulls real-time information from Dynamics 365 F&O into Experlogix, including operations data, cost information, and item numbers, allowing the CPQ to dynamically calculate standard costs as a quote is being built. The result is pricing that reflects actual manufacturing costs, giving leadership a far more accurate view of margins than was ever possible with the previous spreadsheet-based price book.

90%

**Reduction in
Quoting Errors**

50%

**Faster Quote
Turnaround**

“

“We’re raving fans. I love this product. It’s my favorite product to work with.”

Jeff Lucas

Director of Continuous Improvement

Result

Since expanding Experlogix CPQ into Salesforce and building out its automation framework, Ludowici has achieved a 90% reduction in quoting and pricing errors driven by dynamic pricing that eliminates manual data entry. The new automation workflow is projected to cut quote turnaround times by 50%, reducing the team's backlog from eight days down to four.

The company accomplished all of this without hiring additional staff to manage bills of materials, routes, or costing data. Perhaps most impressively, Lucas, who had no prior CPQ experience before attending a single Experlogix training session in 2019, built the entire configuration and automation framework himself.

Looking Ahead

Ludowici has already identified its next phase: migrating to Experlogix Cloud Connect in 2027 to gain deeper integration touchpoints across both Salesforce and Dynamics 365. With a proven track record of extending the platform to meet new needs, the team is confident Experlogix will continue to grow alongside their business.



“We have a better view of our pricing and our costs than we ever had, super accurate. We’re able to change pricing to reflect actual costs much more easily.”

Jeff Lucas
Director of Continuous Improvement

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