



# Volvo Construction Equipment

## Customer Success Case Study

### Volvo CE Accelerates Sales for Dealers with Experlogix CPQ and Microsoft Dynamics 365

Volvo Construction Equipment is a global leader in construction solutions, delivering premium products and services such as excavators, articulated haulers and other heavy machinery. Since its inception in 1832, Volvo CE has grown to become one of the world's largest manufacturers of construction equipment, with multiple locations across Europe, the Americas and Asia.

#### Challenge

Volvo CE products are available in different types, sizes, and weights, all of which can impact how well they serve a given customer's needs. For example, an excavator can have different buckets that are designed for different types of material. When considering other customization options, like the length of the excavator's arm, the number of possible configuration options grows considerably — as does the potential for mistakes during the quoting process.

The old method for configuring and pricing the company's products relied heavily on manual work and spreadsheets. By transforming its sales process, however, Volvo CE wanted to be able to accelerate the order creation process while creating consistency across multiple dealers in different regions.



#### Product

- Experlogix CPQ

#### Benefits

- Reduced time to prepare a complete an offer, including a configured and priced machine
- Error-free machine configuration process
- New rules for machine configuration and pricing can now be deployed rapidly

#### Tech

- Microsoft Dynamics 365 Sales

Volvo CE needed to provide the same quality experience for all its customers, regardless of where they shopped. This meant creating a consistent process that could accommodate dealers with drastically different needs and standardizing the tools that each dealer used. At the same time, the company could accelerate order creation by investing in new CPQ software.

The old configuration and pricing system forced sales to rely on spreadsheets and manual pricing methods, causing errors and slowing configuration and approval processes.

Their legacy system also made it impossible to maintain consistency across multiple Volvo CE dealers, especially considering the company's global reach.

## Solution

After careful consideration of several CPQ vendors, Volvo CE chose Experlogix CPQ for its complete integration with Microsoft Dynamics 365 and ability to handle the complexity of Volvo's product configurations. Since Experlogix works seamlessly between both Dynamics 365 Sales (CRM) and Dynamics 365 Finance & Operations (ERP), Volvo CE recognized the value of a single CPQ instance that would be leveraged within the company's front and back offices.

The newly integrated Experlogix and Dynamics 365 system brought Volvo CE the consistency and efficiency it needed to reimagine its sales process and ensure that all its dealers followed the same practices and pricing.

### **Volvo now enjoys a few major benefits, including:**

- Reduced time to prepare a complete offer, including a configured and priced machine
- Error-free machine configuration process
- New rules for machine configuration and pricing can now be deployed rapidly

"Experlogix is very customizable and gives us the flexibility to standardize the way different dealers sell," said Ewelina Kowalska – Zawadzka, Digital Product Owner for Microsoft Dynamics at Volvo CE. "It's saved us a lot of time, both during the sales process and when we're adding new rules to the system for configuration and pricing....Experlogix streamlines every stage of the process."



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**Ewelina Kowalska–Zawadzka**  
Digital Product Owner

## Result

Volvo CE's machines help to shape the world, literally. The company's customers trust it to deliver equipment that can meet highly precise needs — the impact of any single error could range from increasing cost to the customer to delays in infrastructure being built.

With Experlogix CPQ for Microsoft Dynamics 365, Volvo CE has been able to shape its sales process to better meet customers' demands now, and to be more scalable for the future. As the company continues to grow and customers' needs change, Volvo CE can deliver on those expectations faster than the competition.

"Experlogix has made it easier and quicker to create production-ready orders, as well as handle approvals," continued Kowalska –Zawadzka. "The flexibility, combined with the intuitiveness, of CPQ is one of its greatest strengths, as it allows us to build and adjust rules to accommodate the needs of different dealers, in different regions, all while handling our most complex configurations."



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