

Can your organization benefit from a

# **Configuration Lifecycle Management (CLM) Solution?**

Answer these six  
questions to  
find out.

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## Where we are today.

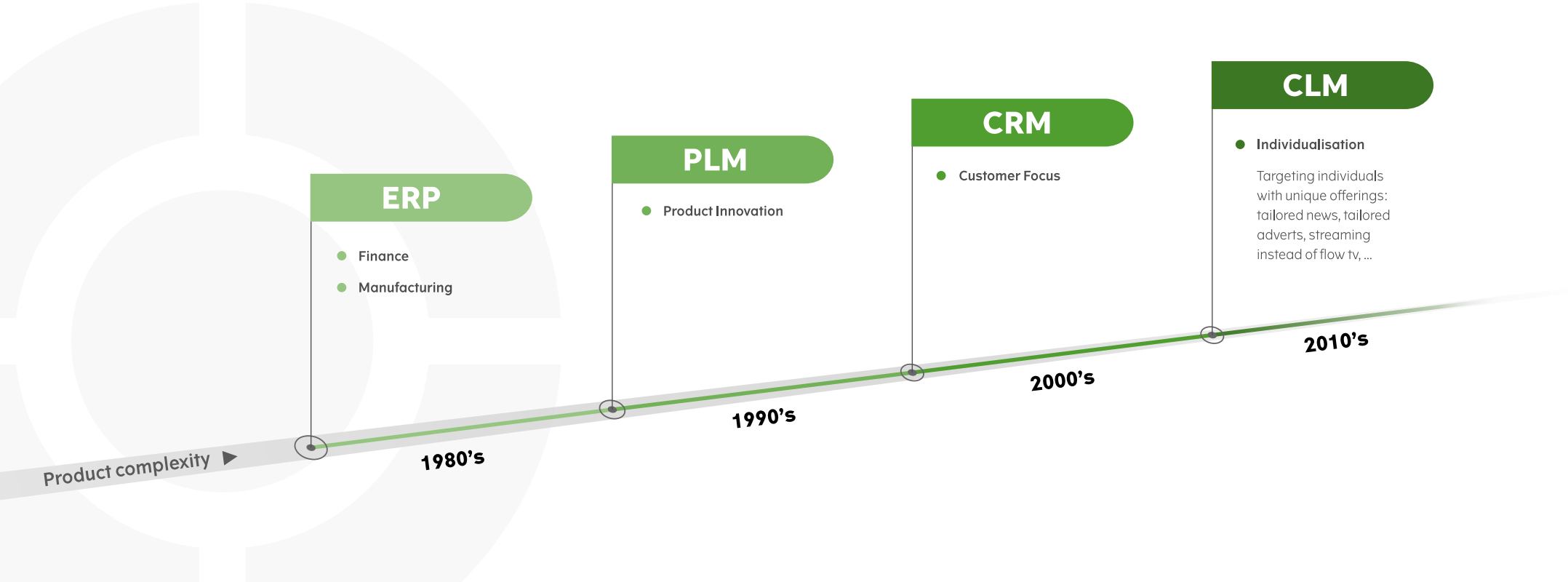
Hyper-personalization is the new norm. Customers know exactly what they want, how they want it, and when they want it.

Applying this trend to extremely complex products sold in multiple countries demands more than your ERP or PLM system can provide.

# How we got here.

At the time they were created, ERP, PLM and CRM systems were innovative and transformative. They enabled organizations to create a central repository of data, be it finance, product or customer data, and use this central, common hub as a basis of growth.

Configuration Lifecycle Management (CLM) is the natural next step in this progression. CLM takes the data from ERP, PLM and CRM silos and elevates it to be seen and collaborated on across systems, by the entire organization in real time, using 100% reliable data.



# The way forward.

Using Configit's patented Virtual Tabulation® technology, your organization's configuration data is collected, verified and shared throughout each of your functional areas. So Marketing has a view of what Engineering is working on, and Manufacturing has a view of what Service is working on, creating an end-to-end configuration solution.



The following checklist is designed to help you determine if your company could benefit from a CLM approach.

## QUESTION 1

### **Increasing Product Complexity**

Are your products becoming more complex?

Innovation doesn't stop. Increasing features, functions and options that reflect changing customer preferences continue to rise.

With CLM, the product definitions created by Engineering are aligned with the customer preferences from Marketing, resulting in faster time to market with new and updated products.





## QUESTION 2

### **Global Sales Channels**

Does your company have plans to sell in new markets or via new distribution channels?

True growth comes from global expansion. But with global expansion comes additional complexities. What are the local regulations in terms of safety? What are the regional customer preferences? How does geography and climate impact product design and offerings?

CLM ensures your sales teams have access to correct product and pricing data, so they can accurately and quickly quote and sell the right product at the right price.

### QUESTION 3

## Smart, Connected Products

Are you integrating software into your products?

Internet of Things and Edge Computing are just the beginning. The proliferation of embedded software and sensors means your relationship to the product and the customer continue long after the point of sale.

By having full knowledge of your installed base, CLM ensures that when your customers upgrade the OS in their products, you maintain a complete digital twin for upsell, cross-sell and service revenue.

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## QUESTION 4

### **Manufacturing Optimization**

Have your manufacturing facilities experienced a stoppage due to an incorrect BOM?

Stopping a production line can cost your company millions of dollars per hour, not to mention the negative customer experience.

By having only accurate, verified configuration data available to Sales, Manufacturing, Engineering and Service, there is no chance of one business unit building a quote based on outdated product or pricing data.





## QUESTION 5

### **Service Excellence**

Are you sometimes missing an accurate and thorough understanding of your installed base?

There are few things more frustrating than sending a service technician to a remote location, only to find out the service order doesn't reflect after-market changes or upgrades.

Maintaining accurate configuration data doesn't only apply to 'pre-sales.' That same configuration thread needs to be maintained to reflect upgrades and changes, including software updates and prior service modifications.

## QUESTION 6

### **New Product Introduction**

Are your competitors beating you to market with new product innovations?

### **If you're not first, you're last.**

Your company needs to be responsive to changing market preferences to execute new product introductions at scale. With CLM, Marketing and Engineering data is shared in a way that enables companies to leverage customer input into new product designs faster.



# Which questions relate to you and your organization?

## QUESTION 1

Are your products becoming more complex?

## QUESTION 4

Have your manufacturing facilities experienced a stoppage due to an incorrect BOM?

## QUESTION 2

Does your company have plans to sell in new markets or via new distribution channels?

## QUESTION 5

Are you sometimes missing an accurate and thorough understanding of your installed base?

## QUESTION 3

Are you integrating software into your products?

## QUESTION 6

Are your competitors beating you to market with new product innovations?

# What's next?

If you've checked off more than three items, your organization would benefit from a CLM solution.

Reach out today to discuss how Configit can help, or register to receive periodic CLM information including trends, videos, recommendations, and information on the Configit CLM Summit.

[ineedclm.configit.com](http://ineedclm.configit.com)

Or, if you're reading this on a screen, click here:

[Join the CLM Community](#)





# Configit<sup>®</sup>

We build configuration solutions for manufacturing companies to master the challenges of getting configurable products and services to market faster, and to sell, manufacture, and service them more effectively.

Trusted by global Fortune 500 companies for their mission-critical functions, our advanced configuration platform built on Virtual Tabulation<sup>®</sup> technology handles the most complex products on the market.

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