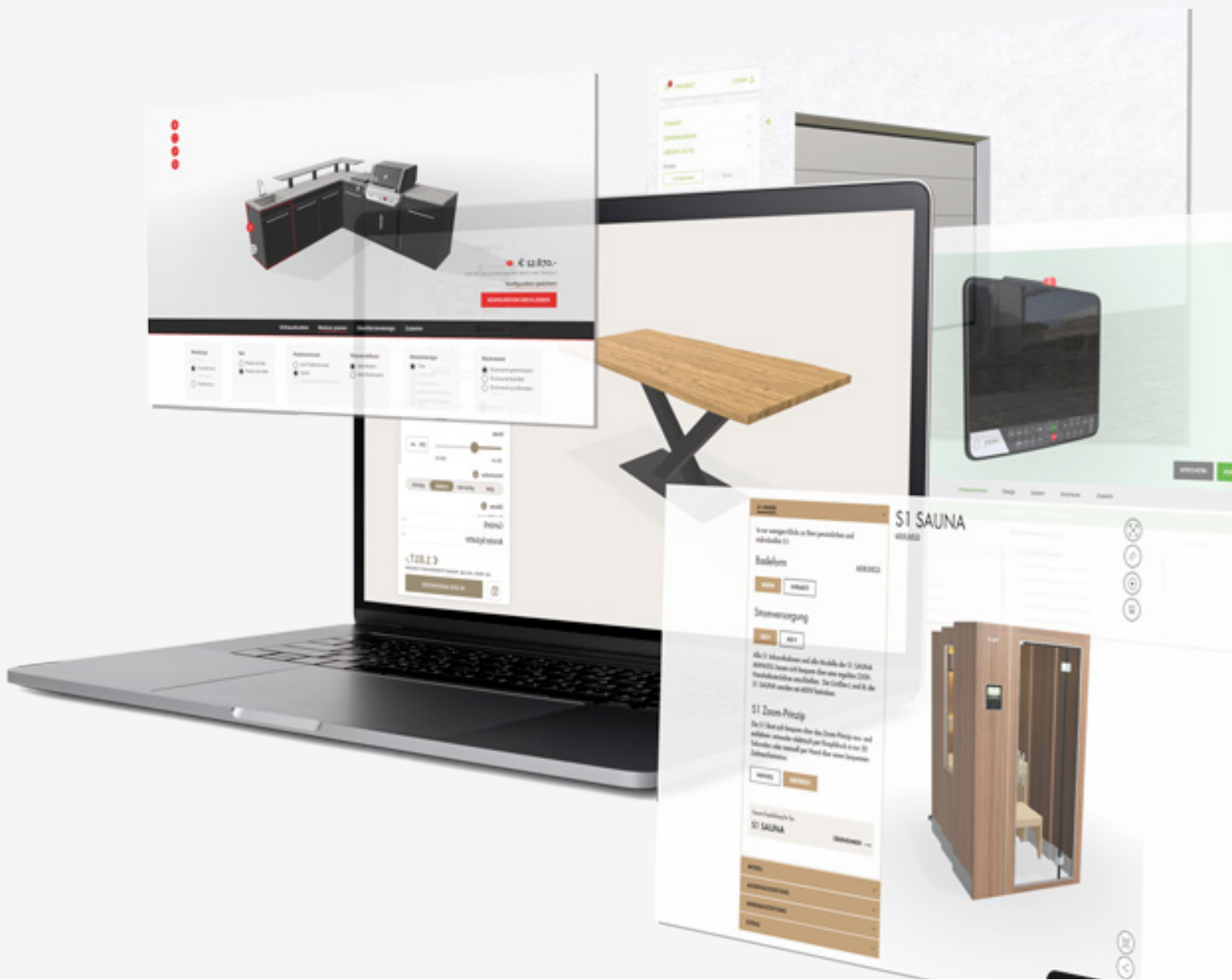


BEST CASE STUDIES

Why does every

successful company need a

3D configurator?



Contents

1.	Need-to-have or nice-to-have?	3
1.1.	Sales	4
1.2.	Production	6
1.3.	Marketing	6
1.4.	Excursus: The B2B and B2C markets are calling for it	7
2.	Best Case Studies	7
2.1.	Lead generator and automatic creation of offers & production data	9
2.2.	Complex industrial product simply visualized	14
2.3.	Reduce consulting costs	19
3.	Overcomeable hurdles	24



CHAPTER 1

Need-to-have or nice-to-have



Need-to-have or nice-to-have?

In a world where customized solutions are increasingly in demand, companies are asking themselves the question: “Do I need a configurator?” The answer to this question can be critical to a company’s efficiency, customer satisfaction and ultimately its success. In this white paper, we look at the main objectives of configurators, selected best practices and potential challenges, as well as possible solutions.

1.1. Sales

In today’s business world, it is more crucial than ever to look for ways to increase sales efficiency. A configurator has proven to be an indispensable tool. We explain why.

1. Create quotes or price information with just one click and export as PDF

Customers reward speed. The easier and faster it is for customers to reach their goal when making a purchase, the fewer bounces there are in the buying process. An offer or price information can often be the decisive factor in closing a sale. Unfortunately, it is often necessary to wait a long time for this because the preparation of offers takes a lot of time.

→ **Solution:** Configurators make it possible to create quotes and price information with a single click. This not only impresses customers, but also relieves the burden on sales. Lengthy calculations are a thing of the past and represent time gained that can be put to better use.

2. Reduced consulting costs

Surely everyone is familiar with the time-consuming standard inquiries: Is product XY also available in white? Can product A be combined with product Z?

→ **Solution:** A configurator gives customers and sales staff all the information they need, from price to size, from durability to compatibility. Only results that are feasible are displayed. The more customers engage with a product before making a purchase, the shorter the actual consultation time. Time-consuming standard questions in particular are drastically reduced.

3. Cost efficiency

Increased cost efficiency is a decisive advantage, as errors in the quotation & ordering process can cause considerable costs.

→ **Solution:** By using configurators, such errors can be avoided (reduction of returns,...). This maximizes sales and minimizes customer frustration at the same time.

4. Lead generation - more inquiries

Leads are crucial for sales success, as they represent the first step in the customer acquisition process and form the basis for generating sales. But everyone knows that lead generation is no easy matter.

- **Solution:** To give the potential customer the opportunity to save a configuration, print it out as a PDF or receive further information such as the price, it is necessary for you to disclose their data, such as their name, telephone number and/or e-mail address. In this way, you can easily collect information from potential customers that your sales team can then use for sales activities.

5. Shorter induction period for employees & safeguarding of specialist knowledge

The induction period and the ever-increasing employee turnover are two of the most financially demanding challenges for companies, especially when it comes to the loss of valuable knowledge.

- **Solution:** Configurators act as comprehensive knowledge databases. They record all possible combinations and product variants down to the smallest detail. This in-depth knowledge is often only available to experienced employees. But what happens when they leave the company or there is not enough time for comprehensive training? Where can this valuable expertise be found in writing?

6. Potential for cross-selling and upselling

Considerable additional sales can be generated through targeted cross-selling and upselling. However, the question arises: what happens if no one points this out?

- **Solution:** Depending on the product, the appropriate additional products can be offered and displayed in the configurator. A configurator does not forget to point this out. In a highly competitive market, it is essential to actively draw customers' attention to cross-selling and upselling opportunities in order to exploit their full potential.

7. 24/7 Sales employee

In a world where customers' attention spans are getting shorter and shorter, it is crucial to serve them immediately and efficiently. Every moment of delay carries the risk of losing the customer's interest and loyalty.

- **Solution:** Therefore, it is crucial that companies respond quickly and ensure that customers receive a smooth service anytime, anywhere to ensure their satisfaction and loyalty. A configurator never quits, is never in a bad mood and is always reliably available. Around the clock, worldwide.

1.2. Production

In view of the diverse challenges in the production landscape, it is essential to look for innovative approaches to increase efficiency.

1. Create parts lists, drawings,... with just one click and export as PDF or DXF

The manual creation of parts lists and technical drawings is not only immensely time-consuming, but also prone to errors.

→ **Solution:** Configurators enable the creation of parts lists, technical drawings and much more with a single click. This increases the accuracy of the results, reduces errors and enables efficient working.

1.3. Marketing

A configurator is crucial in marketing because it offers an interactive product presentation, improves the shopping experience and draws attention to the offer.

1. Better product presentation - a wide range of variants presented simply

The ever-increasing variety of products makes it difficult for marketing to depict every product detail, explain it clearly and present it in an appealing way.

→ **Solution:** This is where the configurator comes into play - it knows all the possible combinations and only allows those product combinations that can actually be ordered. What's more, the whole thing is visualized in 3D in a matter of seconds. And let's be honest, where else could you display tens, if not millions of combinations as clearly as in a configurator?

2. Creating a shopping experience

A positive shopping experience increases customer satisfaction and promotes customer loyalty, as it encourages customers to return and pass on positive recommendations. Nowadays, static images are no longer enough to meet customers' needs.

→ **Solution:** The ability to interact with a product virtually gives customers the certainty of purchase that static photos or Excel lists cannot offer. Your products can be "experienced" using the configurator. Regardless of whether it is a lifestyle product or a technical machine.

3. Differentiation from competitors

Effective differentiation helps a company establish a strong position in the market by offering a clear reason why customers should choose its offerings.

→ **Solution:** In a world that is becoming ever faster and more digital, configurators are indispensable tools for companies to meet customer needs, present a wide range of products and hold their own against the competition.

1.4. Excursus: The B2B and B2C markets are calling for it

The increasing momentum in both the B2B and B2C markets highlights the growing demand and evolving needs of consumers and businesses. In both sectors, user experience and efficiency play a crucial role in gaining a competitive edge. In the face of these changes, companies are faced with the challenge of using effective tools to meet the requirements of both markets.

”

There are some predictions that 95% of all purchases will be made online by 2040. Thanks to mobile devices and also the IoT (Internet of Things), it has never been easier to order items on demand and consumers seem to enjoy the frictionless digital shopping experience.¹

”

According to a recent Harris Poll survey, 60% of customers are more likely to buy a product if it's shown in 3D or augmented reality.²

”

Gartner predicts that by 2025, 80 % of B2B sales interaction between suppliers and buyers will occur in digital channels.³

”

According to HubSpot, 60% of B2B buyers want nothing to do with sales before the step in the buying process – the one where they are already evaluating options.⁴

¹ [22 E-Commerce-Statistiken, um bereit für 2024 zu sein \(tooltester.com\)](https://www.tooltester.com/)

² <https://apnews.com/press-release/globe-newswire/technology-business-lifestyle-79fe640885f900736beed0fe33f7d972>

³ [Top 10 B2B e-commerce stats to know in 2023 \(the-future-of-commerce.com\)](https://www.the-future-of-commerce.com/)

⁴ <https://www.wissance.at/post/der-neue-b2b-beschaffungsprozess>



CHAPTER 2

Best Case Studies

” A configurator must offer added value. A configurator is much more than just changing colors and materials.



€ 12.870,-

UVP inkl. Grill und Montage (inkl. MwSt), exkl. Transport

Konfiguration speichern

KONFIGURATION ABSCHLIESSEN

Einbausituation Module planen Oberflächendesign Zubehör

Modultyp

- Grill
- Grundmodul
- Eckmodul
- Fachkorpus

Bar

- Modul mit Bar
- Modul ohne Bar

Platteneinsatz

- kein Platteneinsatz
- Spüle
- Gaskochfeld/Seitenkocher

Wasserabfluss

- über Boden
- über Rückwand

Moduldesign

- Türe
- Hohe Türe
- Schubladen
- Kleiner Kühlschrank
- Großer Kühlschrank

Rückwand

- Rückwand geschlossen
- Rückwand belüftet
- Rückwand aus Blenden

BEST CASE STUDY #1

Outdoor kitchens

configurator



2.1. Lead generator and automatic creation of quotations & production data

The challenge: BBQ Kitchen set out to find a lead generator for its high-quality outdoor kitchens. Their aim was to find an uncomplicated method of generating inquiries. No sooner said than done.

Solution: E-Mail Checkout

1. Potential customers have the opportunity to design their individual outdoor kitchen according to their own ideas.
2. After completing the configuration process, they have the option of entering their contact details and selecting a dealer in their area.
3. As soon as the request has been sent, the relevant retailer will be notified immediately and will contact the customer shortly.
4. The configurator therefore fulfills its purpose: it offers the opportunity to generate inquiries and obtain e-mail addresses for further sales and marketing purposes.

However, the configurator goes far beyond a lead generation tool. Whether it's automatically creating parts lists and drawings or integrating the dealer login, which allows dealers to set their own prices and discounts, the configurator offers a wide range of options.

Highlights

OBJECT LIST

Name: sdfgs
 Mail: no@john.doe@combeonation.com
 Phone: 34534534

ADDRESS

Street: _____
 Postal Code: _____
 City: _____
 Country: _____

DELIVERY

elevator available dimensions: _____
 additional steps number: 0
 floor: 0 obstacles: _____

PLACE

substructure material / soil condition: concrete
 Power Connection: Available Not Available
 Water supply: Available Not Available
 electricity / water access: from the bottom (bottom with cut-out)

TOTAL CALCULATION

MSRP: 4.749,00 € +
 subtotal: 4.749,00 €
 + shipping costs: 199 € +
 subtotal: 4.948,00 €
 + assembly costs: 300 € +
 subtotal: 5.248,00 € +
 Total price: 5.248,00 €

BBO KITCHEN ADVISOR

Name: _____
 Mail: _____
 Phone: _____

Dealer Login

Dealers also have access to the configurator via login. They have the option of entering their own prices, discounts,... to deposit.

E-mail checkout & retailer selection

Potential customers can design their individual outdoor kitchen, leaving their contact details and selecting a local dealer. The selected dealer will be notified immediately and will contact the customer soon afterwards.

REQUEST CONFIGURATION

You have taken the first step to your personally designed outdoor kitchen from BBO-Kitchen with our 3D configurator. If you would like to request your configuration, we will contact you personally.

Ihre persönlichen Daten

Name * _____
 Mail * _____
 Phone * _____
 Street * _____
 Postal Code * _____
 City * _____
 Country * _____

* Mandatory fields

I have taken note of the [Data Protection Regulation](#) and the [AGB's](#).

Händlerauswahl

Country: All

Send inquiry to the closest Weber Store Ausgewählt

Weber Original Store Remscheid
 Grillador AG
 Lüttringhauser Str. 77,
 42897 Remscheid
 DE Auswählen

Weber Original Store Köln
 Grillador AG
 Bonner Straße 242 (im Hof),
 50968 Köln
 DE Auswählen

Weber Original Store Gründau
 BBO Stores GmbH
 Robert - Bosch - Str. 18,
 63584 Gründau
 DE Auswählen

Weber Original Store

[return](#) REQUEST

PARTS LIST

inkl. Weber Grills
exkl. Weber Grills

Pos	Part Num.	Description	Amount	MSRP single	MSRP total
1	BBQ00020905	Connection Kit genesis 300 Model 2022 incl. Screw Kit	1 Stk.	€ 599,00	€ 599,00
2	BBQ00000005	Basic Module incl. Screw Kit without Counter Top	2 Stk.	€ 749,00	€ 1.498,00
3	BBQ00004005	Door with handle incl. Screw Kit	2 Stk.	€ 179,00	€ 358,00
4	BBQ00000005	Front Cover with Cut-Out for Knob side burner Genesis	1 Stk.	€ 49,00	€ 49,00
5	BBQ0000700	Front Cover closed	1 Stk.	€ 49,00	€ 49,00
6	BBQ00013005	Counter Top Cover black f. side burner incl. Screw Kit	1 Stk.	€ 139,00	€ 139,00
7	BBQ00020005	Counter top Stainless Steel with Cut Out Genesis Side Burner incl. Screw Kit	1 Stk.	€ 179,00	€ 179,00
8	BBQ00000005	Counter Top Stainless Steel, closed, incl. Screw Kit	1 Stk.	€ 179,00	€ 179,00
9	Lieferung	Delivery and assembly within 50km	1 Stk.	€ 199,00	€ 199,00
10	35410079	Weber Genesis E-335 gas grill	1 Stk.	€ 1.699,00	€ 1.699,00
11	Montage	Assembly per module	2 Stk.	€ 150,00	€ 300,00

Automatic generation of parts lists

As soon as the configuration is complete, parts lists can be created, filtered and exported as a PDF.

More highlights

The screenshot shows the Weber BBQ Kitchen configurator interface. At the top, there is a navigation bar with the Weber logo, 'BBQ KITCHEN', and links for 'RESELLER', 'PICTURE GALLERY', 'ASSEMBLY INSTRUCTIONS', and 'CONTACT'. On the right, there are links for 'EN', 'BECOME A RESELLER', 'LOGIN', and 'CONFIGURATOR'. The main area features a 3D rendering of a kitchen unit with a grill, sink, and cabinets. Callouts point to various features: 'Dimensioning in 3D' and 'Augmented Reality' on the left; 'Internationalization' at the top right; 'Dealer login' below it; 'Rotational logic' on the right side of the 3D model; 'Price calculation' pointing to a price tag of '10.382,00 €' with a 'Save configuration' button below it; 'E-mail checkout' pointing to a 'COMPLETE CONFIGURATION' button; 'Modular structure' at the bottom left of the 3D model; 'Positioning logic' at the bottom center; and 'Interaction with the 3D model' on the left. Below the 3D model is a configuration panel with sections: 'Installation Situation' (selected), 'Plan Modules', 'Surface Design', and 'Accessories'. Under 'Installation Situation', there are options for 'Kitchen Type' (Standard Kitchen, Island Kitchen), 'Wall Mounted' (Freestanding, Wall Mounted), 'Power Connection' (Available, Not Available), 'Water supply' (Available, Not Available), 'Subsoil' (Hard, Soft), and 'Subsoil Slope' (No, Yes). Callouts for 'Interdependence of the individual elements' and 'Combination logic' are placed near these options.

All inquiries via the configurator, whether from dealers or direct customers, have extreme advantages for our work. It saves an enormous amount of time, as every request is complete, clear and error-free. The configurator is a real efficiency machine.

Matthias Fuchs , BBQ Kitchen

UP TO **100 %**
increased efficiency

0
errors in the offer

100 %
dealer satisfaction

KEBA®

Automation by innovation.



BEST CASE STUDY #2

HMI

Configurator



2.2. Complex industrial product simply visualized

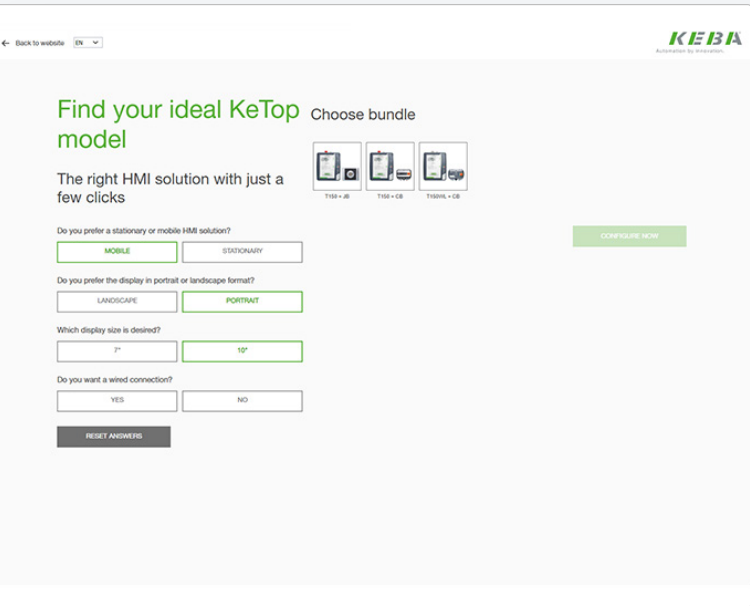
Challenge: The aim was to develop a configurator that optimally displays the extensive range of models and the numerous variants of KeTop operating devices and replaces the previous confusing Excel.

Solution:

- Configurator replaces previous Excel-based solutions
- 3D visualization rarely found in conventional CPQ solutions



Highlights

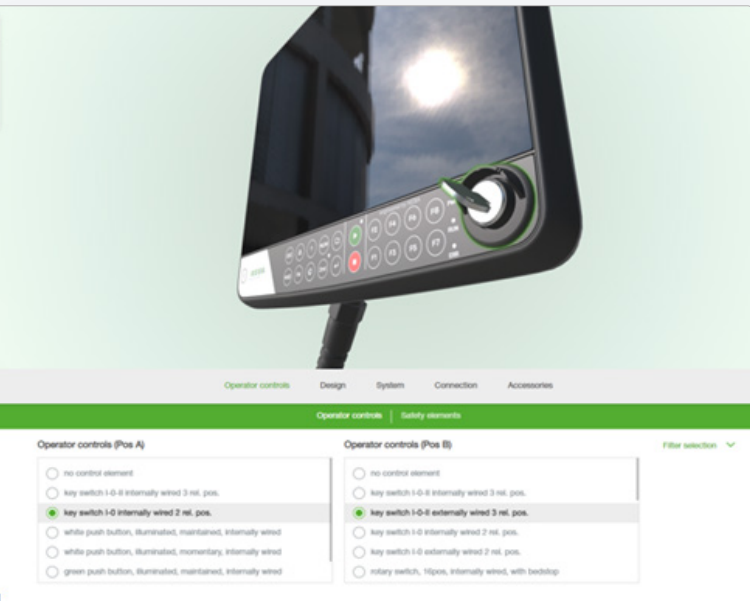
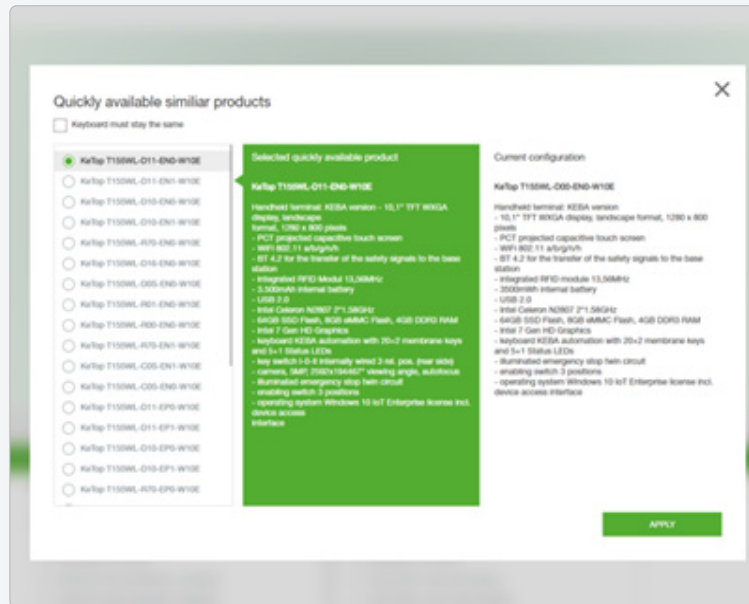


Guided Selling

Guided Selling enables a user-friendly and intuitive selection of mobile and stationary operating devices, including all technical dependencies.

Best-match function

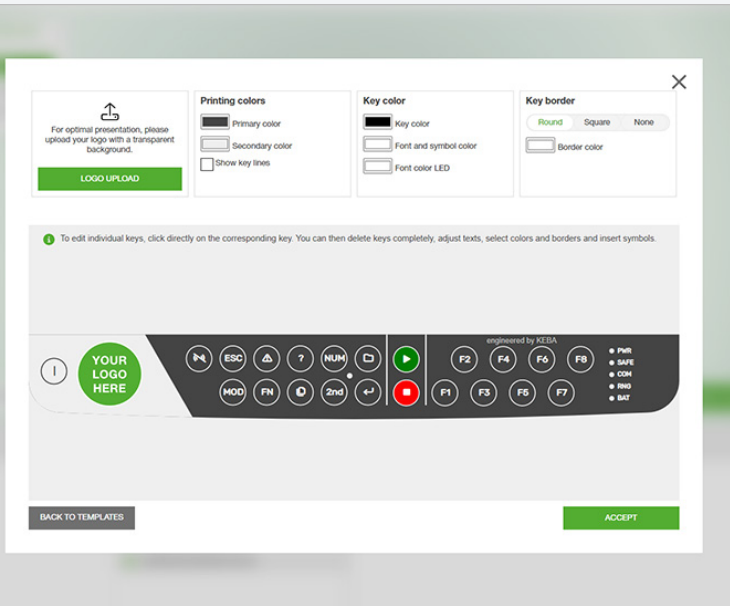
The search for suitable products is carried out from an SAP export (Excel) based on a specific original article number logic. Previously, the search was done manually.



3D display in real time

The real-time 3D configurator allows users to customize products in an interactive environment and check them visually immediately.

Highlights

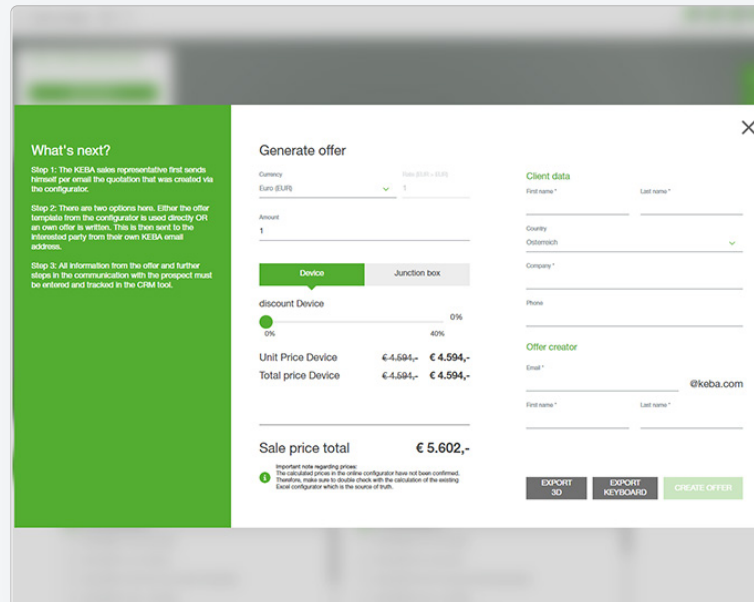


Freedom of design

The customization of each element on the operating device offers maximum design freedom. Each button can be individually assigned symbols and colors.

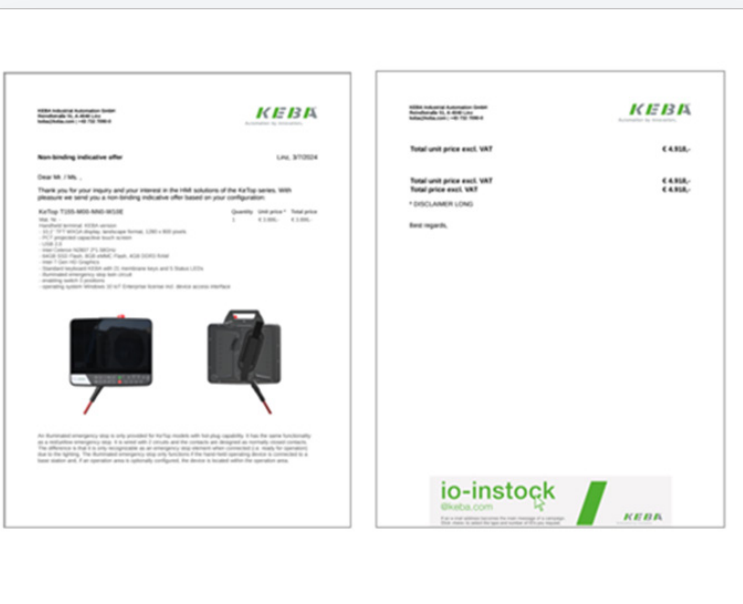
Quotation calculation in different currencies - depending on the exchange rate

Calculation of offers in different currencies based on a fixed exchange rate. Scaled discounts depending on the order quantity are also possible.



Export offer as PDF

The quote can be easily exported as a PDF.



Even more...

„The reason is simple: B2B and DTC shoppers are one and the same. You read that right. There aren't two different categories of buyers. They're just people, looking for good products and great shopping experience.

<https://www.shopify.com/news/hot-take-b2b-is-the-biggest-commerce-opportunity-of-2024>

The configurator enables our customers to intuitively create customized KeTops online. This ensures efficient project implementation.

Benjamin Hackl , Head of HMI Solutions , KEBA Industrial Automation GmbH

90 %

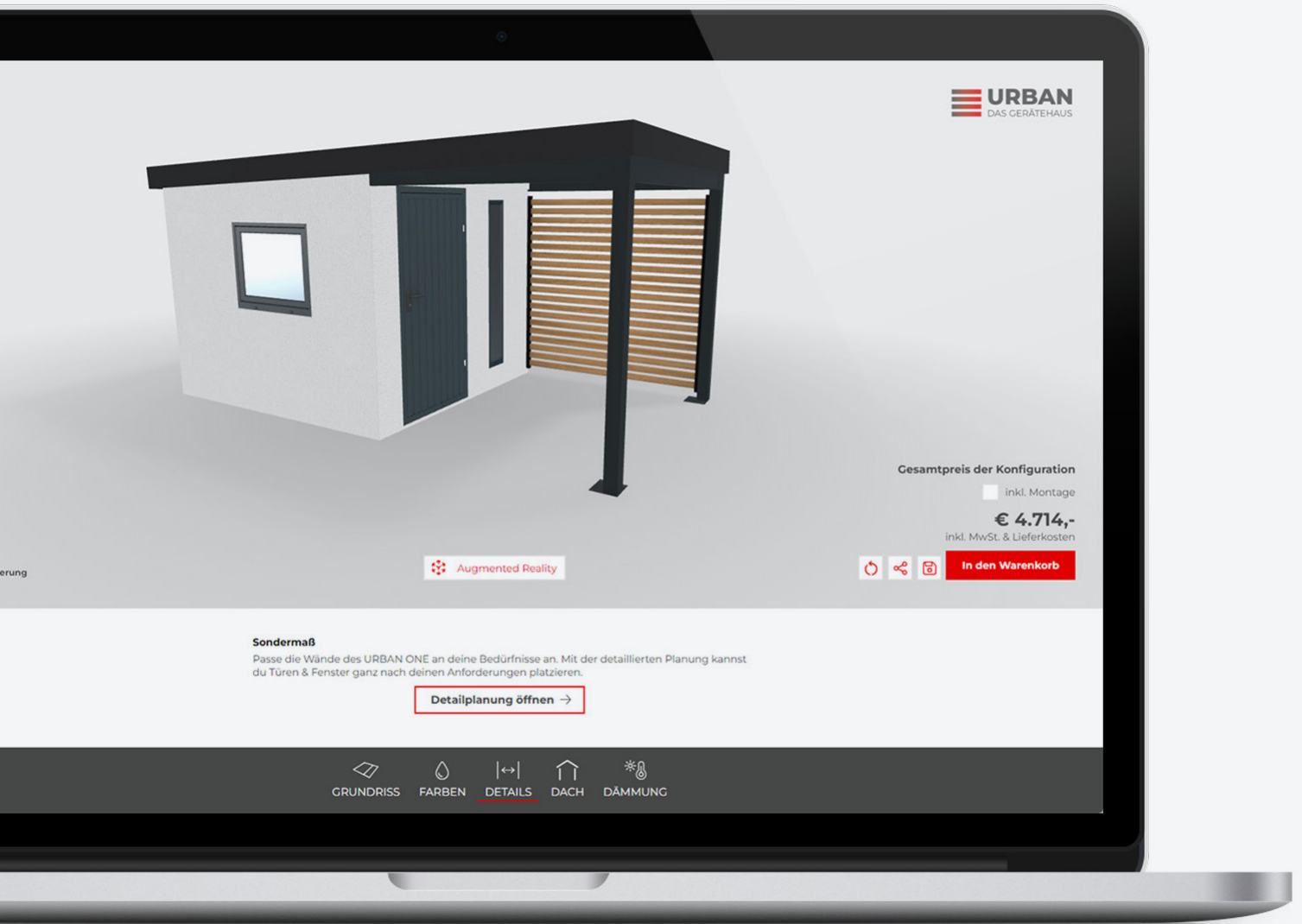
higher
customer engagement

30 %

more requests

50%

time savings in the
offer preparation



BEST CASE STUDY #3

Tool shed and garden shed

Configurator



2.3. Reduce consulting costs

The challenge: In future, Tor & More customers will be able to design their garden sheds themselves, eliminating the need for time-consuming consultations.

Solution: A configurator was developed for Tor & More that offers both a 2D planning view and a 3D visualization. This allows customers to effortlessly design their individual garden shed without the need for extensive consultation. Particularly noteworthy is the user-friendliness and the extremely short loading time - configuring is really fun.

Highlights

Detailplanung - Grundriss

Verwendung des Detailplanungsmodus

- Das URBAN ONE bietet beim Grundriss volle Anpassungsfreiheit ganz nach deinen individuellen Vorstellungen. Du hast die Möglichkeit, jede Seite des Entwurfs **einzel auszuwählen und zu bearbeiten**, wodurch (nahezu) keine Grenzen für deine kreativen Ideen gesetzt sind. Darüber hinaus kannst du den **Ausgangspunkt** des URBAN ONE festlegen, indem du auf einen der vier Buttons mit dem Schloss klickst.

In der Gestaltung deines Vordachs mit URBAN ONE hast du die Möglichkeit, **Vordächer auf nicht konischen Seiten** zu integrieren. Sobald du ein Vordach an der gewünschten Seite platziert hast, steht es dir frei, die **Tiefe nach Belieben** anzupassen. Darüber hinaus kannst du die Option nutzen, eine oder beide Seiten des **Vordachs konisch** zu gestalten.

Hinweise zur Grundrissplanung

- Bitte beachte, dass mindestens ein 90-Grad-Winkel vorhanden sein muss, damit die Konfiguration valide ist. Die **Gartenhaustiefe** kann zwischen **200cm und 400cm** liegen, während die **Gartenhausbreite** einen Bereich von **200cm bis 580cm** Metern abdeckt.

Hinweise zur Vordachplanung

- Die Vordächer sind immer **frontal** zu betrachten. Die **Vordachtiefe** kann zwischen **100cm und 300cm** gewählt werden. Bitte beachte, dass die **Vordachbreite** immer mindestens **50cm** betragen muss. Die **Eindrückung** von der jeweiligen Seite kann bis zum Minimalwert der Vordachbreite frei gewählt werden.

3D and 2D planning view

In the 2D planning view of the configurator, users can view floor plans and layouts from above and make detailed placements of objects. The 3D planning view allows users to view their configurations from different perspectives.

Information areas

Information areas in the configurator provide users with detailed descriptions and specifications of the various options to help them make informed decisions.

Detailplanung - Grundriss

Verwendung des Detailplanungsmodus

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Hinweise zur Grundrissplanung

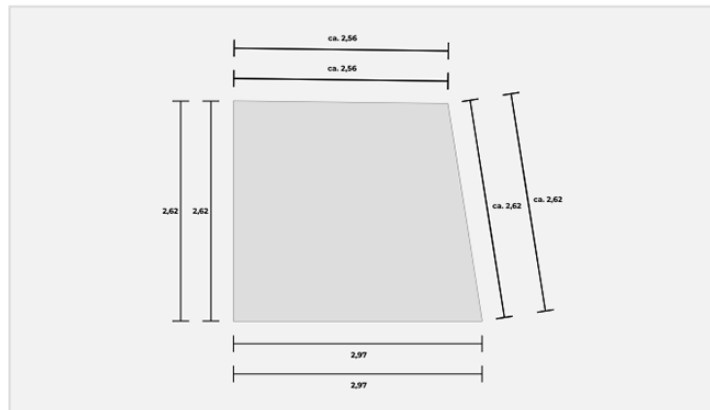
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Bodenplatte



Creation of dimensional drawings

By using the configurator, individual dimensional drawings are created that are used for both production and assembly. This leads to considerable time savings.

Highlights

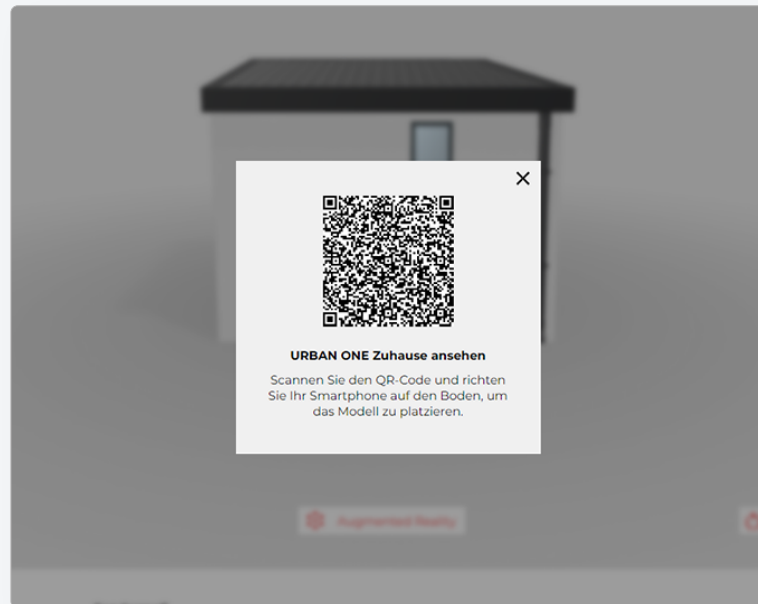


Generate data sheet as PDF

A data sheet with all the important information can be generated at the touch of a button. The data sheet provides an overview of all selected options.

Augmented Reality

The augmented reality function revolutionizes the way customers experience sheds by enabling them to virtually place and customize their future sheds in their own environment using AR applications.



URBAN ONE Detailplanung - Wand

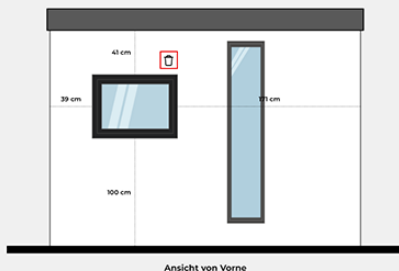
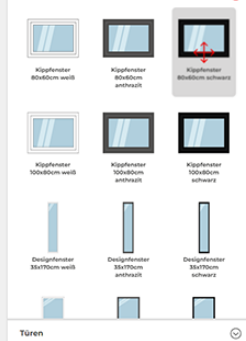
Dimensionen

Ausblenden Einblenden

Du kannst jede Wand des URBAN ONE Gartenhauses ganz nach deinen Bedürfnissen anpassen. Dazu wählst du in der Auswahl die gewünschte Wand aus und platzierst Fenster & Türen per Drag & Drop. Die platzierten Objekte kannst du frei verschieben und anpassen. Fenster und Türen können bis maximal 20cm aneinander platziert werden. Fenster und Türen können nicht vertikal übereinander platziert werden.

Vorne Hinten Links Rechts

Fenster

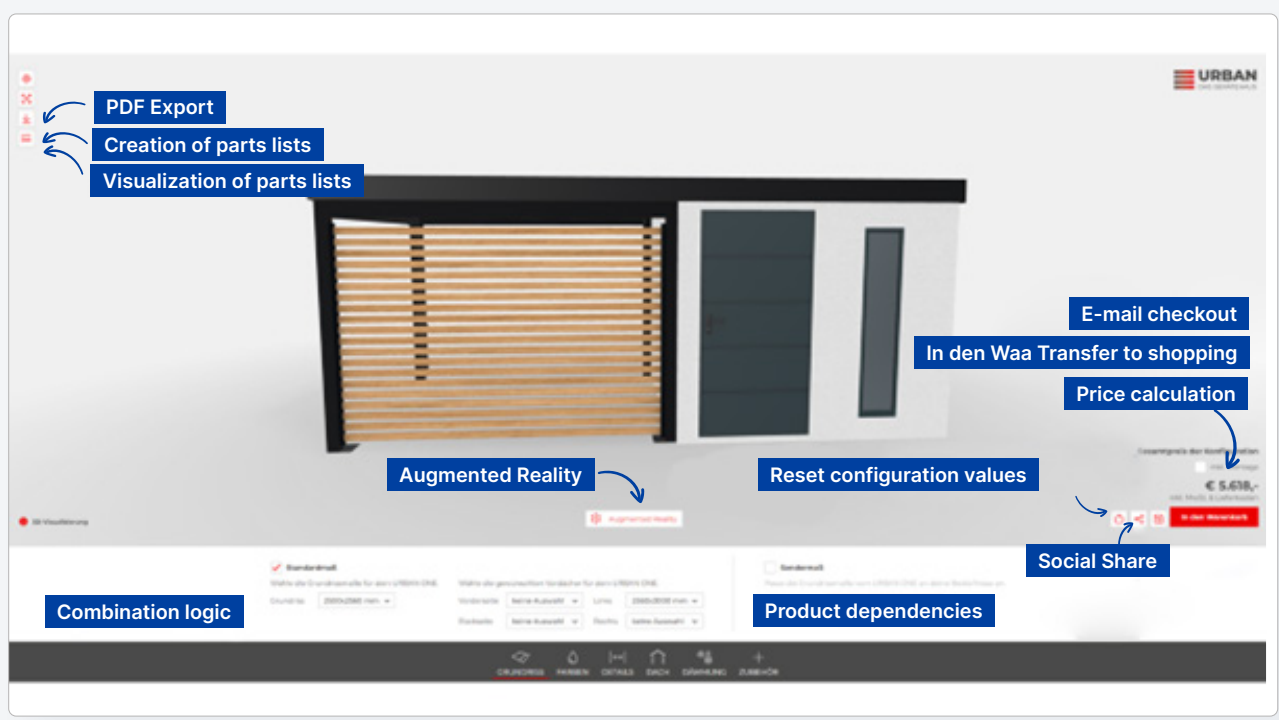


Abbrechen Anwenden

Free placement of windows & doors

Windows and doors can be placed on the walls as desired using drag & drop. The configurator calculates the structural conditions in the background and only allows feasible designs to be implemented.

More Highlights



Overcomeable hurdles

Configurators are undoubtedly effective, but require careful planning and customization to reach their full potential. Some challenges can arise, but with the right approach these can be quickly resolved.

Challenge Nr. 1: Technical complexity

The implementation of a 3D configurator requires a complex technical implementation to ensure smooth functioning and that all desired requirements are mapped.

Impact:

- Configurators often quickly develop into lengthy projects with increasing time expenditure.

Solutions:

- Selection of a powerful technology platform instead of independent programming.
- Collaboration with experienced software developers.

Challenge Nr. 2: User experience and usability

A user-friendly design is crucial to the success of a configurator, but creating an appealing user interface can be a challenge.

Impact:

- Without an attractive and clear design, interaction is no fun and does not lead to the desired result.

Solution:

- Involvement of design experts.
- Extensive user tests during development.
- Individual implementation instead of templates where your product is “squeezed in” and not all desired functions can be mapped.

Challenge Nr. 3: Efficient set of rules

An intelligent control system ensures that all dependencies are defined in the background and only products that can be ordered are displayed.

Impact:

- A configurator alone is not enough without a solid control system. Because otherwise would also always have to check the feasibility, which means additional additional effort. In the worst case, something could be ordered that cannot be can be configured.

Solution:

- Visual illustration using a product tree so that the dependencies can also be understood by non-technicians.
- Master data must be available and prepared.

Challenge Nr. 4: Quality of the 3D data

The quality and availability of the 3D data determines whether a configurator is perceived as visually high-quality.

Impact:

- Poor 3D quality in a configurator can lead to a frustrating user experience frustrating user experience (poor loading times, low resolution,...) and affect customer customers' confidence in the product.

Solution:

- Collaboration with 3D web experts.
- 3D models must be visually flawless, but also optimized for configurators and the web.

Challenge Nr. 5: Scalability and maintainability

Similar to websites, a configurator is never really "complete". Price adjustments, new options and materials or colors are always being added.

Impact:

- If no technology platform is used, but the configurator is programmed once, difficulties often arise with subsequent expansion or independent maintenance. independent maintenance.

Solution:

- Selection of a suitable technology platform that is scalable and independently maintainabl and expandable.

Challenge Nr. 6: Data protection and security

The protection of sensitive product data as well as customer data is of crucial importance, especially when processing individual configurations.

Impact:

- The protection of sensitive product data (prices, availability, etc.) is at risk.

Solution:

- Implementation of robust security and data protection measures.
- Use of encryption technologies.

Challenge Nr. 7: Integration into third-party systems

The seamless integration of the configurator into your system landscape is crucial for automa- ted data exchange.

Impact:

- If there is no integration, manual processes must still be carried out (e.g. updating prices and availabilities, importing the offer into the ERP system, etc.).

Solution:

- Interfaces for automatic data import & export



Combeeneration

Configurators for demanding requirements

Our solution:

Configurators

CPQ

3D service

