



At Linde Ladenbau, the right market ambience and effective visual merchandising solutions are tailor-made to meet customer needs

“With P’X5, we’re turning our solution expertise into customer benefits even more effectively.”

With the introduction of the P’X5 product configurator from Perspectix AG for the 2D/3D design of food stores, Linde Ladenbau GmbH is revolutionising its sales process. A three-dimensional design based on the store layout and the exact visualisation of its flexible systems solutions for the retail industry and consumer stores improves communication between partner and customer.

Convincing offers for demanding customers

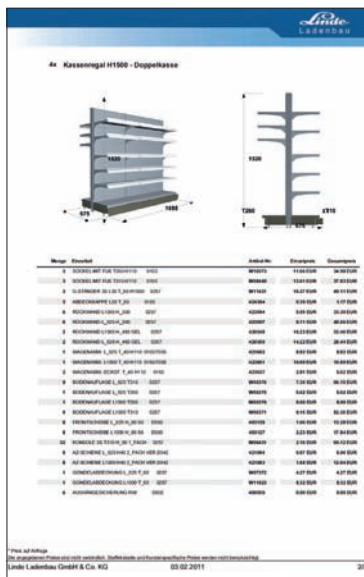
Linde Ladenbau combines a flexible equipment system range for visual merchandising with consultancy, design and installation services for functional shop equipment systems – from shelving systems for food discount stores to the professional design of large-scale consumer stores, up to creating the right ambience in premium supermarkets. At the firm’s main

production facility in Bad Hersfeld, 180 staff develop and manufacture highly flexible steel systems that are custom-made in serial production runs to meet customer needs. In addition to the structural data and the various goods specifications such as weight and size, aspects of the customer’s product mix policy and corporate design are also incorporated into the development of the equipment systems. On top of this, Linde Ladenbau, the specialist in effective product range presentation, must also take into consideration frozen and non-food items, and ensure the integration of system components manufactured by other producers. “Leading food competence”, according to the Linde principle, has allowed the firm’s product portfolio to grow in 40 years to include 14,800 basic items – a fact that simultaneously reflects the complexity of store design. Each customer should be given a tailor-made solution offering maximum benefits. In providing these solutions, the firm aims to press ahead with innovations and break new ground. “If you want to be

Successful application of P’X5 at



...and also for production or installation on site for successful operation at the customer's premises



Automatically generated concepts deliver visually comprehensible content for offers...

“We think of P'X5 as a particle accelerator that will revolutionise our sales process”

Thomas Probst, Managing Director

at the head of the pack, you have to be constantly one, two years ahead of the competition”, explains Thomas Probst, Director of Linde Ladenbau GmbH. “With the P'X5 product configurator from Perspectix AG, we have at our fingertips a tool that will ensure we have this edge going into the future”.

Tailor-made solutions using standard products

An equipment systems offer is usually based on 2D floor plans from the customer's CAD system, to which shelving system modules and components have been added. Until recently, designing a supermarket took four weeks, and working out the parts list alone swallowed up days. Due to the large number of parameters to be kept in mind, it was easy for mistakes and inaccuracies to creep in, and these then had to be cleared up later with time-consuming clarifications. The firm therefore searched for options to enhance its efficiency in design and order processing.

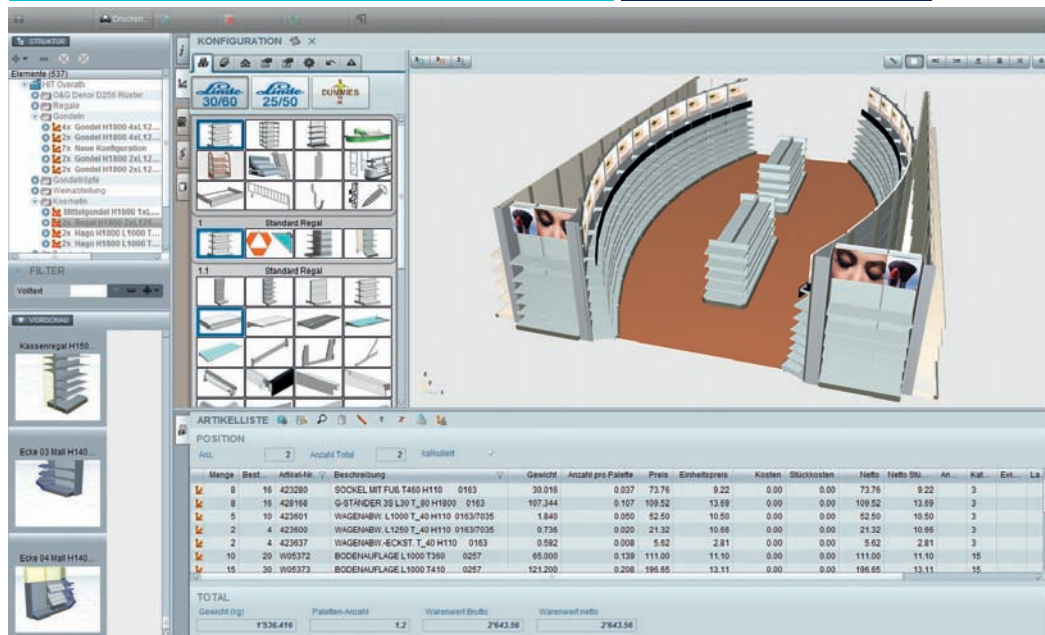
New partner, new vision, new project

As part of the incorporation of Linde Ladenbau into Swiss company Dolma Holding AG in early 2006, a new direction was established. Dolma was looking for a consistent, standardised sales tool for its shop-fitting competence network, which already included the firms Bida SA, Bolliger Söhne and Pendt. Prompted by the experience of office furniture manufacturer USM, with its configuration system based on P'X5 technology, in late autumn 2007 the IT department in the Dolma Project & Services division initiated its own project with Perspectix AG. Linde Ladenbau took on the executive pioneering role within this Dolma undertaking. “Both Dolma and Linde Ladenbau see this project as a strategic investment of the highest priority. The introduction of P'X5 will bring about far-reaching, radical changes throughout the entire business. But the benefits are worth every effort”, emphasises Thomas Probst.

P'X5 Sales Solution

P'X5
P'X5 is a fully integrated solution for the marketing, technical project planning and after-sales support of modularly constructed investment goods that are configured to be customer-specific. 2D and 3D data from CAD systems are seamlessly integrated into the graphic product configuration on the screen. Integration with ERP systems safeguards the consistency of the data. Split into five 'engines', the P'X5 software suite permits a logical depiction of all product and combination rules, taking into consideration the entire environment of a product within assembly designs and project planning pro-

posals, including module construction, cabling, tubing, control software and associated services. The solution catalogues of the P'X5 sales engine, a well-developed contact management system, integrated cost calculation and an efficient ordering procedure simplify the sales process. The consistent generation of multiple parts lists ensures that all components used in a configuration can be procured, manufactured, delivered and installed without problem. Automatically generated project documentation in PDF format provides both customers and project partners with reliable information.



The product configurator contains the complete product knowledge such as required components, their installation logic, dimensions and geometry, material, available colours and the relevant article information.

The project at a glance

Industry sector

- Shop-fitting, interior fitting of food products stores

Languages

- German, English

Anticipated benefits

- More efficient project planning of customised fixtures and fittings, real-time parts list calculation, reduction of errors within the order process, more in-depth detailed planning, more extensive consultancy options

Project duration

- Initiation late autumn 2007, first in-house application summer 2008, launch with full product portfolio summer 2009

Project team

- 2 Perspectix, 2 authors plus 8 project managers and key users at the customer

Users

- approx. 100 within DOLMA Group, plus external partners

More sales, coupled with more efficient processing

Across the entire firm, the Perspectix solution establishes a centrally maintained product database that contains all basic items as three-dimensionally visualised components. These graphics also hold the complete product knowledge, such as required components, their installation logic, dimensions and geometry, material, available colours and prices. This information is centrally maintained so that an up-to-date planning basis is always available both to the firm's own sales staff and to external resellers. Once the shop floor plan has been imported from an AutoCAD file, users can configure the predefined system elements into a complete equipment system layout using simple drag-and-drop building blocks. 3D representation and automatic plausibility checks support the solution design, so that project planning proposals are put together much faster, and with a significantly lower error count. While designing the system and calculating the parts lists represented two separate, consecutive processes up till now, P'X5 performs both operations simultaneously. During configuration, the product configurator automatically works out the parts lists using both commercial and technical data. In the event of changes to the layout, the system adjusts the parameters independently. Sales, production and installation departments thus always receive consistent, highly accurate information. "We're aiming to reduce the parts lists calculation for the fitting-out of an entire supermarket from the current two days to half a day", explains sales manager Dietmar Paetsch. "The time saving frees up

The Customer

Linde Ladenbau GmbH

Shop equipment systems and visual merchandising systems from Linde Ladenbau form the professional foundation for a successful market presence for all distribution channels within the food retailing industry. A shared 'learning curve' links Linde Ladenbau with the retail industry, and is incorporated on an ongoing basis into the value creation of solutions, products and processes. With annual sales of around EUR 50 million, Linde Ladenbau is among the leading manufacturers in Europe. The mid-size organisation with approximately 200 highly trained staff provide the ultimate in professionalism and total commitment.

“With P'X5, we aim to dramatically speed up the fitting-out and parts list calculation of an entire supermarket”

Dietmar Paetsch, Sales Manager

manpower that we can use to better respond to customer requests”. This means that, in addition to the increase in in-house efficiency, the firm can also look forward to winning new customers thanks to improved consultancy capabilities offered by the new sales and planning tool.

Visual Product Selling

“As a first step, we are initially focusing on speeding up the offer generation process. We have therefore entered all key product lines into the knowledge base. However, we already recognise the much greater potential that the configurator project offers. We think of P'X5 as a particle accelerator that will revolutionise our sales process”, says Probst. Additional momentum is generated by the implementation of the Perspectix slogan ‘Visual Product Selling’. The three-dimensional visualisation features of P'X5 create a logical expansion of Linde Ladenbau’s business expertise. “These days, 3D layouts of a supermarket equipment system are no longer a rarity. But the crucial factors are the time required to create them and the effort and complexity involved. P'X5 does it in virtually no time at all, and the illustration goes into greater detail”, points out Dietmar Paetsch. Where customers are concerned, the intuitive product configuration permits the realistic presentation of a number of different layout variants without major loss of time. Already at the consultancy discussion stage, P'X5 demonstrates the custom-made implementation of individual customer requirements, tailored to suit a particular market need and, most importantly, error-free. “In this way, the customer sees exactly what he’s going to get, from the individual product right up to the final solution”, adds Paetsch. In addition, the product configurator extends the company’s consultancy ability to include the plan-

ning of the product range. Zoning plans and the contents of installed product groups can be virtually positioned, thus making clear the different options for use of available equipment within the proposed system. With customer-specific databases, the specifications of a food provider’s corporate design can also be effortlessly implemented and complied with.

More intensive customer relations

Linde Ladenbau sees the potential offered by P'X5 as far from exhausted. The interface to AutoCAD opens up the possibility of integrating third-party elements into the equipment system layouts, and in this way intensifying customer relations. To do this, the external CAD data are simply transferred into the system, positioned and linked to article information. Customers thereby receive an assurance that their concept will be adhered to for both food and non-food items across all the assembly sections.

Standards: spanning geographical borders and far-flung partners

Doing business in foreign countries via professional partners presents Linde Ladenbau with the challenge of smoothly communicating up-to-date product knowledge, and providing it round the clock. To achieve this, P'X5 establishes a shared language, considerably simplifies external communication and establishes uniform standards throughout the entire distribution chain. “P'X5 is a team-building tool – not only for working with our foreign distribution partners, but also within the Dolma Group. By means of the collaborative project planning environment, the Perspectix solution brings the individual units together into a powerful whole”, says Thomas Probst, summing up the benefits of P'X5.

Perspectix – expertise and experience

Since its founding in 1996, Perspectix AG has continuously developed as a leading provider of software solutions for sales and technical project management of variant-rich products in engineering industries. Users of P'X5 Visual Product Selling benefit from experiences from complementary industries: mechanical and plant engineering, electrical

engineering, and construction, storage and logistics systems. With the combination of sales optimisation and Product Lifecycle Management in a forward-looking technology, Perspectix is now a strategic supplier for renowned manufacturers and a partner of leading IT firms.