

bott relies on online configurator from Perspectix

Bott GmbH & Co.KG in Gaildorf provides customers and prospects enhanced possibilities in utility vehicle equipment. Using Perspectix's P'X online configurator, they can now set up cargo spaces of different makes online with pre-configured modules of bott vario3 in-vehicle equipment, add accessories and send them to the manufacturer as an inquiry. There, the configuration is checked in the P'X Industry Solution, which has been in use since 2016, and converted into an offer. This high-end solution and the user-friendly online configurator use the same database. With little maintenance effort, Bott uses its consulting expertise more effectively and increases new customer business.

As a leading international manufacturer of in-vehicle equipment, business equipment and workplace systems, Bott supplies a wide range of different trades: electricians, plumbers, painters or construction companies have special equipment needs for their vans, pick-ups or station wagons. These different target groups can use the online configurator to place and individualise the bott vario3 modules, which are preconfigured according to industry or function, precisely on a floor plan of their vehicle. "This allows us to use our consulting expertise more efficiently and provide more interested parties with offers more quickly," says Manuel Meixner, P'X project manager in the sales organization.

Since 2016, around 350 users at Bott and its worldwide sales partners have been configuring and customizing the product range with the P'X Industry Solution from Perspectix. It contains product catalogs with around 15,000

articles as well as always up-to-date vehicle interiors for around 100 vehicle models from around 14 manufacturers. On completion of a configuration, convincing offers in twelve languages are created largely automatically. Central maintenance of the P'X Industry Solution at the Gaildorf headquarters means that changes to the approximately 15,000 articles, new vehicle models and commercial details can be distributed worldwide with little effort and in a short time.



With the P'X online configurator, craftsmen create their individual vehicle equipment

"Based on the same database, but with a user-friendly reduced complexity, the P'X Online Configurator now opens up a new type of cooperation with our end customers," says Manuel Meixner. "This enables us to increase our market presence in the new customer business while keeping maintenance costs low." On the basis of meaningful 3D geometries, the variable product range can be positioned with millimetre accuracy. Around 320 users in the field, in our own branches or at partners and importers worldwide then take over the consultation. "3D planning in cooperation with the customer optimizes the consultation and quickly leads to individually suitable offers," says Manuel Meixner.



About Perspectix

Perspectix AG in Zurich implements sophisticated software solutions for technical sales and store planning. Since its foundation in 1996, the company has continuously developed into a technologically leading solution provider for the sale and project planning of products with many variants. Users of the P'X Industry Solution benefit from experience from complementary user industries: Mechanical engineering, plant construction, electrical engineering, furnishing, shopfitting, storage and logistics systems. The P'X Retail Store Solution provides users with a tailor-made solution for store planning, assortment design and store evaluation. By combining sales optimization, graphic project planning and product lifecycle management in a forward-looking technology, Perspectix is now a strategic supplier to well-known manufacturers and retail chains as well as a partner to leading IT houses.