



Imola Retail Solutions has established a leading international position with its holistic retail concepts

Digitalisation in technical sales

Imola Retail Solutions realises strategic corporate goals with CPQ

Imola Retail Solutions, one of the leading international solution providers for the retail sector headquartered in Imola (Bologna), digitalised its sales processes at an early stage with the Configure Price Quote (CPQ) solution P'X Industry Solution. The company has thus achieved strategic corporate goals and reaped lasting benefits. All advantages and expertise are now available to the ITAB Group

Imola Retail Solutions is a leading international partner for retail design for retail chains and specialist retailers in the food and non-food sectors and has been part of the Swedish ITAB Group since 2021, under whose umbrella the HMY and La Fortezza brands also operate.

Still a division of the Imola-based technology group Cefla, the company has transformed itself from a technology-driven manufacturer of shelving systems, displays and checkouts into a solutions provider. A 360-degree retail design should encompass every aspect of the shopping experience.

A product range built for sustainable lifecycle



While sales continue to rise, Imola Retail Solutions has streamlined its product programme and thus achieved a high level of efficiency and sustainability

This includes the functionality, flexibility and ergonomics of the furnishing solutions, visual merchandising and lighting concepts. "We develop these concepts in close collaboration with the customer," says Matheus Tudela de Sá, Sales Engineer Manager, "because working together in a spirit of trust results in an overall solution that doesn't go beyond the price range."



3D visualisations, perfect technical design and cost information guarantee successful customer presentations

Digitalisation in sales at an early stage

The ideal software for this approach was found back in 2017 with the P'X Industry Solution from Perspectix. The comprehensive CPQ solution digitalises all technical and commercial aspects of sales for furniture manufacturers and shopfitters. A powerful product configurator includes 3D models, technical calculations and regulations as well as price information.

The unifying effect of the solution was already evident during the implementation phase: "Employees from IT, calculation and product marketing work together in the P'X Industry Solution and create the conditions for successful presentations and deals," says Matheus Tudela de Sá. "This creates a knowledge base that enables sales staff and dealers to act independently on site and answer all questions."

Successfully developing retail concepts

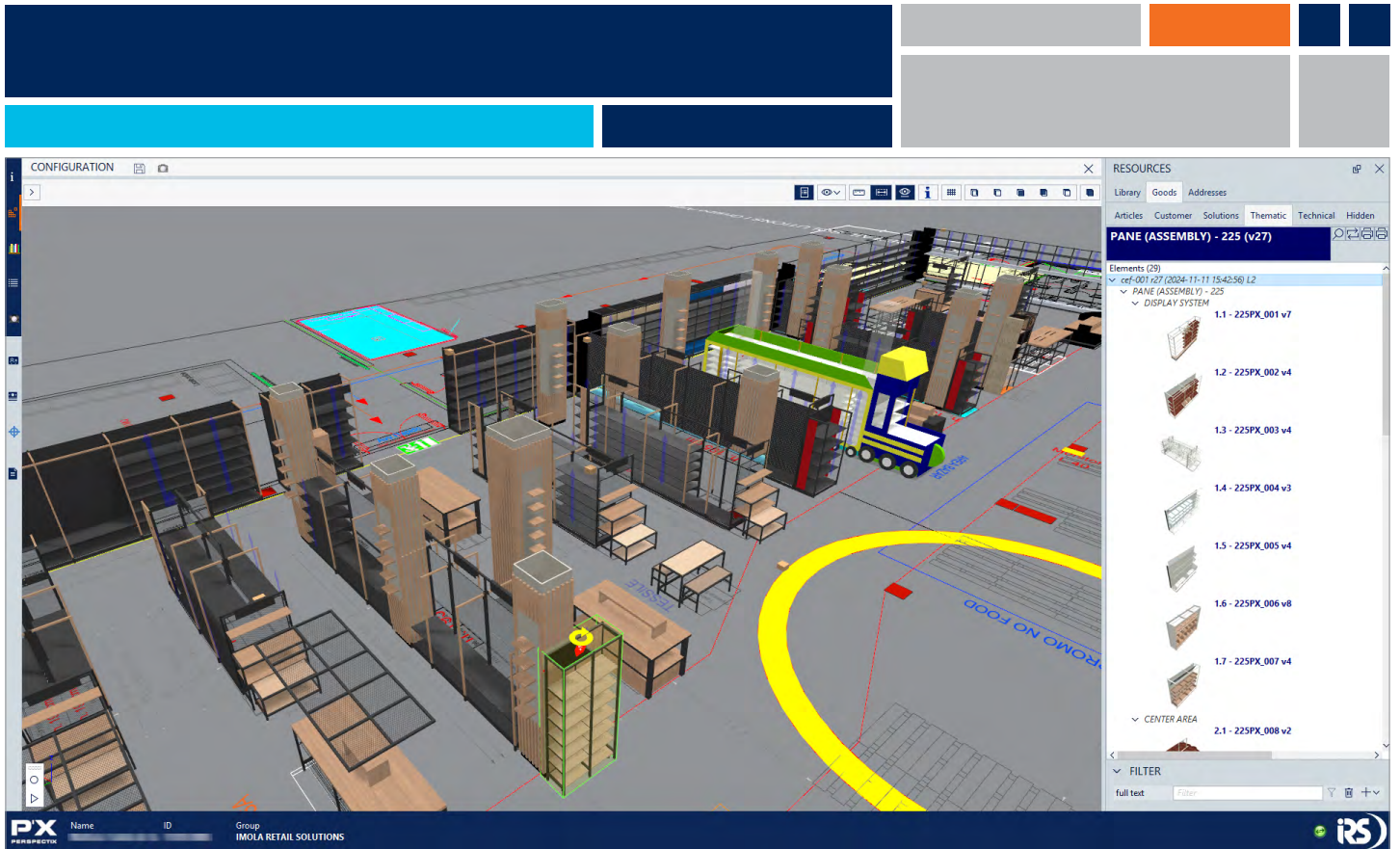
Since 2019, all furnishing concepts have been developed efficiently and flawlessly in the P'X Industry Solution. Initially, the shelving systems manufactured by Imola Retail Solutions were configured from libraries with 3D files and images and placed on original floor plans. Further product lines followed gradually. Together with individual fixtures and fittings, a complete 3D scenario including merchandising and capacity in metres of shelving is presented to the customer on site. If the result meets the requirements, comprehensive quotations with 2D/3D layouts, price lists, product data sheets and parts lists for the entire project are issued at the touch of a button. "With the Perspectix software, we are able to fulfil our customers' wishes very precisely while keeping an eye on all technical specifications and the budget," explains Matheus Tudela de Sá. "This allows our sales staff and partners to quickly create successful quotations. We can later adapt these

flexibly to new circumstances and transfer them to other branches." The entire product range can not only be mapped vertically in depth but also structured horizontally according to market sectors: "With our equipment catalogue for bakeries, for example, every sales employee can create new furnishing plans using drag and drop, we only process the large, complex projects centrally." Initially, technicians supported the sales team with the product configurator. "Now anyone can use the P'X Industry Solution and present a project to customers," reports Matheus Tudela de Sá. By the end of 2025, around 160 users in southern Europe will be using the software.

A product range built for sustainable lifecycle

In addition to the sustainable improvement of sales processes, product management utilises the P'X Industry Solution for product lifecycle management. "Around ten years ago, we began a product rationalisation process with the goal of keeping only the items we truly wanted to offer to the market active and saleable — considering that we manage around 25,000 SKU," explains Elisa Patuelli, Product Manager. "Categorising the products on multiple levels was the solution we found to facilitate searches and enable cross-analysis of product turnover. Once this extensive work of categorisation, based on rules shared across the company was completed, it became essential to have a tool that could simplify not only product searches but also the creation of solutions to make them more accessible and usable on the market side."

"While our turnover has risen continuously, we have halved the number of active products in relation to this," reports Matheus Tudela de Sá. "Our products can be reused and last longer. Our way of rationalising our stores has become more sustainable, and our customers benefit from this."



The P'X Industry Solution has become the information hub for development, product marketing, sales organisation and partner network

An equally important task of the product managers is to discover new needs, develop new ideas and proactively bring them to customers. "P'X is the ideal tool to convey the work done in product management and organisation to the market, as it was structured precisely to support our 'product life cycle' concept", Elisa Patuelli continues. "The configurator is undoubtedly our main showcase for promoting products: it boosts sales by allowing users to customise proposals in an intuitive way, while always keeping them up to date. Being able to select and customise each variant not only improves the user experience, but also strengthens our product marketing strategies by giving greater visibility to the solutions we want to highlight."

Rapid marketing of new product lines

This also applies to entire product lines. Starting with shelving systems, the company's own product ranges were initially integrated. However, this option became particularly important in 2021 with the connection to ITAB. Within a very short space of time, additional lines such as checkout counters, heavy-duty shelving, barriers and guidance systems from the ITAB brand were integrated into the P'X Industry Solution and launched on the international market via the sales organisation. 'With now eight product lines, we can offer our customers a more complete product portfolio in order to find the best solution for the respective market,' says Matheus Tudela de Sá.

Opening up new sales channels in the short term

Collaboration within the Group opens up another opportunity. With the CPQ solution, the company's own product lines can be transferred very quickly to other sales organisations within the group and prepared for regional markets. These organisations then benefit quickly from the preparatory work and experience that Imola Retail Solutions has

About ITAB

ITAB supports all customers with expertise, solutions and the partner network in transforming brand experiences into physical reality. Together with customers, efficient retail solutions are developed that offer accessible and inspiring customer experiences.

The offering includes consultative design services, customised interiors, checkout systems, customer guidance solutions, professional lighting systems and interactive digital solutions for the physical shop.

www.itab.com

About Imola Retail Solutions, Part of ITAB Group

Imola Retail Solutions' products are designed to enhance every aspect of the shopping experience through functionality, ergonomics, visual merchandising and industrial design technology. There are standard products, a wide range of models and modular furniture units for modern retail: from shelving, checkout and self-checkout stations to integrated shelving, lighting and PoPs.

Experience has shown that value and satisfaction are created by paying attention to customers' needs and working to fulfil them. Since the 1950s, Imola Retail Solutions has been providing solutions that improve business results. Shared goals with customers have made Imola Retail Solutions the premier destination in the world of shop design.

Imola Retail Solutions develops complete retail design projects and implements display concepts and industrialised shopfitting solutions for general and specialised retail. We manufacture and supply innovative shopfitting solutions that include shelving, checkouts and lighting systems.

www.imolaretail.com



This allows innovations to be brought to market much



Interview with:

Elisa Patuelli
Product Manager

Matheus Tudela de Sá
Sales Engineer Manager



invested in over the years. If product knowledge, configuration intelligence, regulated flexibility and the design options of the P'X Industry Solution are utilised correctly, this opens enormous growth potential for both sides. Imola Retail Solutions has already been able to hand over its product lines to ITAB and the recently associated HMY. The desired synergy effects within the group are thus becoming a reality: 'We offer the most comprehensive portfolio from which we can immediately respond to every enquiry with a perfect solution,' says Matheus Tudela de Sá.

Achieving strategic goals

In future, the manager will continue to drive forward the implementation of the P'X Industry Solution. The next implementations are scheduled for Malta, Greece, Spain, Morocco and Tunisia, and the Dominican Republic. The sales organisations within the Group will be trained and supported in order to spread the success of the product management improvements introduced ten years ago. He (almost) doesn't need the software partner Perspectix for this: 'Perspectix gives us all the knowledge we need to work independently with the solution,' says Matheus Tudela de Sá. "We are autonomous in the expansion and support of our installations. That's a very good model."

About Perspectix

Perspectix AG is a leading provider of digitalisation solutions for the sales processes of industrial companies and the retail management of retail chains. With continuous growth, the company develops and distributes two innovative core products:

The P'X Industry Solution is a powerful Configure-Price-Quote (CPQ) solution that includes a 3D product configurator for multi-variant product systems, supports multi-channel sales for international companies and integrates seamlessly with ERP, CAD, PDM/PLM and CRM systems. The P'X Industry Solution is suitable for computer-aided planning (CAP) of industrial plants and increases process efficiency.

The P'X Retail Solution digitalises processes such as shop planning, product range management, shelf optimisation and visual merchandising for retail chains. It improves collaboration and contributes to the efficient organisation of shops.

Perspectix is positioning itself as an innovation leader in digital transformation. The solutions reduce distribution costs, maximise sales potential and strengthen customer loyalty. The international team based in Zurich supports leading companies around the world with continuous innovation, on-time delivery and the highest quality.