



HAUSER's transparent refrigerated display cabinets are a highlight at the Transgourmet cash-and-carry market in Wals-Siezenheim, which opened in 2024

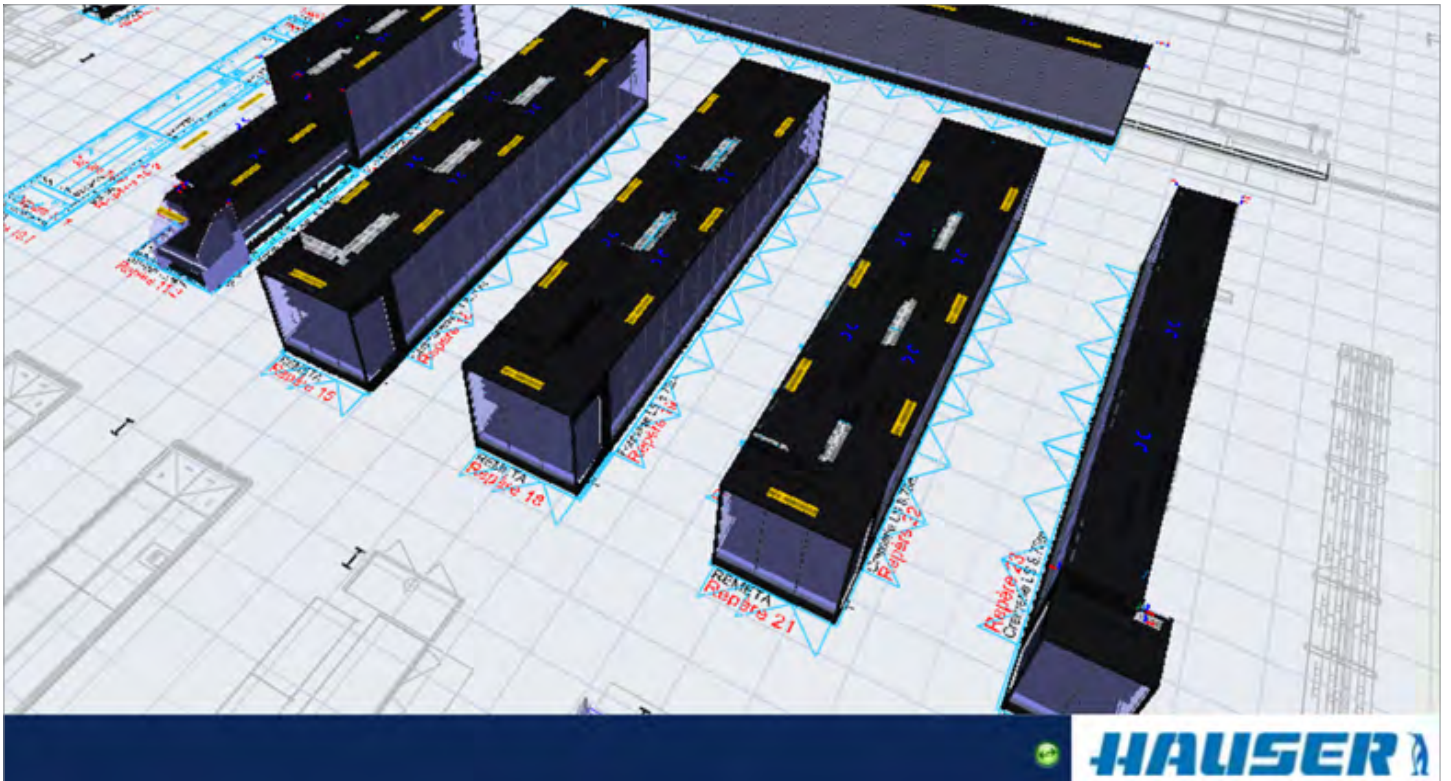
Digitalization from head to toe

The family-owned company HAUSER, based in Linz, Austria, is shaping the future with an ambitious digitalization project: The successful migration to the international use of SAP S/4HANA was crowned with the introduction of Perspectix's P'X Industry Solution - a powerful configure-price-quote (CPQ) software - which now acts as a solution generator for all sales processes.

"Industrial companies should start digitization at the beginning of the value chain," explains Gabriele Marsoun, IT team leader CPQ at Hauser, "because almost all parameters of business transactions are defined in the sales processes." Like many companies with diverse product systems, this posed major challenges for Hauser. The partner to the food trade and industry for customized refrigeration technology plans and produces turnkey refrigeration systems for the European market. Founded in Linz in 1946, the family-owned company has around 1,300 employees in 15 countries and generates annual sales of 390 million euros.

Configure products and define processes

To this end, hundreds of grocery stores, commercial enterprises such as dairies, and industrial sectors are individually equipped with refrigerated counters, refrigerated and frozen food islands, shelves, display cases, counters, and cold rooms in storage areas. "Almost every branch is a complete project in which a combined system supplies all objects with refrigeration," explains Marsoun. Third-party products and existing refrigeration units are integrated, and the lines are configured and planned. Finally, Hauser defines the electrical distribution, room air conditioning, and heat recovery for the entire branch. In addition to the configuration of product components, a new CPQ system was to cover all processes from calculation, piping, transport, and assembly. "All these processes are interlinked and must therefore be mapped in a single solution," explains Gabriele Marsoun.



Planning directly in the 3D-environment on the store floor plan conveys realistic impressions

Competence trumps geographical proximity

During the selection process for implementing this challenging project, several providers had to withdraw due to the huge product range and the calculations required. Power load, refrigerant flow, pipe cross-sections, and the temperature specifications of the various devices must be checked with every change to a configuration. Since the criterion of geographical proximity to the supplier was not to be taken into account, the decision was made in favor of Perspectix in Zurich: "The P'X Industry Solution and the expertise of Perspectix have already proven themselves many times in our market," reports Marsoun. "We were able to benefit from this experience very discreetly, without any mention of third-party solutions."

Multi-year project for system integration

The international rollout project began in spring 2022. With a team of around 50 employees from Germany, Czechia, Romania, the UK, Italy, and France, it was necessary to create consistent, binding processes. In weekly meetings with Perspectix, decisions were made, tasks were assigned, and solutions were compared. "The most important thing for us was not to compromise our high level of flexibility towards the customer," recalls the IT project manager. "To achieve this, it is necessary to combine preconfigured products and items in stock with individual objects provided by the customer." To this end, product information, including 3D preview images, is included in the product catalogs in the P'X Industry Solution. Technical rules and integrated technical calculations based on industry-standard formulas are linked in such a way that

error-free configuration and design is then possible directly in the building plan. Colors, surfaces, and lighting are selected and displayed. Both the 3D view and the drawing provide a realistic impression of the entire system as early as the design stage. Changes trigger automatic checks of the technical design. "We received excellent advice and coaching from the various specialists at Perspectix during this process," says Gabriele Marsoun. "With a great deal of diplomacy, guidelines were established that led to efficient and user-friendly solutions."

Integration with SAP S/4HANA

RESSOURCEN					
BIBLIOTHEK	VORLAGEN	ARTIKEL	ADRESSEN	HANDELSWAREN	MATERIALDATEI
SUCHE					
Suchmuster					
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+ Hersteller					
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Artikelbezeichnung					Produkttyp
REGIUS URP- 1875					FERT
REM02 B.295 D0980 H2240 L3750					ZFVA
REF01 B.295 D0960 H2240 L2500					ZTVA
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The CPQ solution is connected to SAP S/4HANA via 13 interfaces – sales and production work on the same database

Another challenge was the parallel migration to SAP S/4HANA. The new database management system, which was to be used to retrieve all specifications and feed all results back into production, was still in the development process. Thirteen interfaces were set up and tested to ensure seamless interaction between sales, development, production, and service. "The link to S/4HANA initially made the application



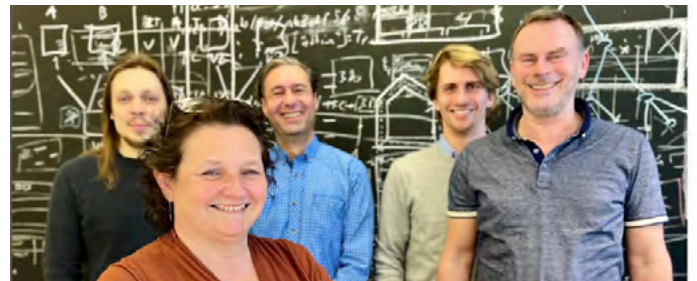
Perspectix's P'X Industry Solution is used to plan, configure, calculate, and present cooling systems

look rigid," says Gabriele Marsoun. "Now we have very user-friendly processes and only a few manual intermediate steps – everything work-seamlessly."

In April 2025, just in time for the go-live of S/4HANA, the project was successfully completed: "We managed to take this step into the digital world in just three years," says the IT project manager happily. "Extraordinary commitment and a great deal of brainpower contributed to this outstanding achievement. A decisive factor in our success was the support provided by Perspectix."

Combining flexibility with efficiency

Employees quickly learned how to use the P'X Industry Solution. "The transition has been successful—the majority of employees are very satisfied with the new way of working," says Gabriele Marsoun. "While existing orders are still being processed as usual, the new approach is already standard for all future projects." After the first six months, 142 users are already working with the software, which can be switched between German, English, and Czech. Although no figures on time savings and efficiency gains are available after this period, the reduced workload is already clearly noticeable. The sources of error associated with using different software solutions have been eliminated. Configurations and technical designs no longer need to be checked so extensively. The new software promotes standardization through preconfigured solutions. "We have gained significantly in efficiency and lost none of our flexibility," summarizes Gabriele Marsoun. "Thanks to faster



Gabriele Marsoun together with the implementation team

About HAUSER

HAUSER positions itself as a partner for customized freshness solutions and plans, produces, and delivers turnkey refrigeration systems for international customers in food retail, commerce, and industry.

In 2024, HAUSER generated sales of EUR 390 million with around 1,300 employees in 15 countries. Since the company was founded in 1946, this family-owned business, which is focused on long-term stability, has concentrated on the refrigeration of fresh food. HAUSER responds to this customer need as a strong solution- and customer-oriented partner, offering custom-made products, system solutions, and special developments.

Find out more at www.hauser.com



Hauser supplies food stores with customized equipment for refrigerated and frozen food displays



Interview with:

Mag. Gabriele Marsoun
IT Team Leader CPQ

The database specialist successfully completed the extensive project



quotation preparation and better presentation of our solutions, we can operate more successfully in the market.”

Looking to the future

The focus remains on the future. With Consumer Communicator, Perspectix offers a web front end for the P'X Industry Solution. “This allows us to provide our customers with project-related configurations and documents on the Internet,” says Gabriele Marsoun happily. “In the future, we want to use this to further improve communication in video conferences or on the phone.”

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.