

# SDMO Industries

## *A global sales force spread over five continents becomes more effective with Cameleon*

SDMO Industries, the world's third largest manufacturer of power generating units, offers customers an expansive product line from portable power generating units for professional or personal use to diesel power generators and electric generating sets. SDMO Industries products are sold globally through a variety of sales channels: inside sales, field sales representatives, international offices, subsidiary companies and distributors.

Product and channel complexity present numerous challenges to effectively communicate product features and accurate pricing information that is essential to the company's success. SDMO Industries has relied on Cameleon for many years as the foundation to support their international multichannel go-to-market strategy.

### **SDMO Industries trusts Cameleon to:**

- ▀ Manage the application of business rules across their sales channels
- ▀ Guide selling and ordering processes for standard items, configurable products and associated services
- ▀ Generate accurate engineering data (BOMs, routings) for each order and integrate with the company's ERP system



*“The results we’ve obtained from Cameleon at our corporate headquarters are spectacular; our order processing time was **reduced by 90%** and our order-to-manufacture-to-fulfillment cycle time was **cut by 25%**. We’re continuing to extend these benefits throughout our worldwide sales channels to improve our global value and control our operational costs.”*



*Pierre Abautret  
Chief Information  
Officer*



# Issues

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The execution of a worldwide growth strategy presented SDMO Industries with several challenges :

## Develop new markets and sales channels

With 75% of its sales revenue derived from exports, SDMO Industries has produced strong results pursuing an international expansion strategy. They continue to move forward by entering new markets abroad and creating new sales channels. To sustain this strategy, SDMO Industries required a multichannel commerce solution that could support their complex international business requirements and help optimize sales processes across all existing and future markets and sales channels.

## Harmonize business practices throughout the entire sales network

With a global sales force spread over five continents, SDMO Industries was challenged to implement a single sales methodology and software solution to improve the effectiveness of their entire sales team. The objective was to create uniform business practices that would result in a consistent level of quality customer service throughout all their sales channels and simplify the sales training process.

## Control operational costs and reduce delays

Eliminating manual processes and automating the order-to-manufacturing handoff was an important objective for SDMO Industries. They hoped to reduce operational costs by dynamically generating manufacturing data from orders and eliminating the frequent back and forth communication between the engineers, sales team and customers. In fact, by responding more quickly to requests and improving their professionalism, SDMO Industries expected to increase their sales performance, improve customer satisfaction and enhance the company's image.

# Solution

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After evaluating several alternatives, SDMO Industries selected Cameleon to meet these challenges head on. Cameleon is used domestically (at corporate headquarters and in seven commercial agencies) and has been extended into all subsidiary companies and international offices, supporting more than 300 sales representatives and distributors located in more than 150 countries.

Since going live, SDMO Industries has used Cameleon to :

- Create a single master catalog that is adapted to each specific market
- Guide sales reps and channel partners through the selling process
- Identify and locate specific products and associated spare parts
- Quickly customize power generating units to match customer requirements
- Generate accurate and compelling quotes and proposals
- Automatically convert quotes into customer orders

For configured products, Cameleon dynamically generates Bills-of-Material and routings, which are then integrated into SDMO Industries' ERP system using Cameleon Integration Technology.



# Advantages

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SDMO Industries has optimized their entire lead-to-order-to-after sales process with Cameleon. The global sales team is able to create quotes in just a few minutes and easily convert them into orders. Manufacturing data for each configured order is dynamically generated and loaded with the order into the ERP system. By providing accurate product information and applying precise sales and engineering rules when an order is received, Cameleon eliminates errors and streamlines the entire process. This enables SDMO Industries to significantly improve their ability to respond to requests, better provide customers with the right product at the right time and reduce the overall cost of sales.

With the worldwide rollout of Cameleon, SDMO Industries achieved solid results throughout all their commercial activities. The company has benefited from greater consistency across the sales network, enhanced communication and a better trained sales force. Cameleon helped the SDMO Industries sales organization become more effective and productive, and has provided a solid foundation to support future growth.