

# Aprolis

## *Simplifying Day-to-Day Operations for Sales Staff with Cameleon*

Specialized in short and long-term rental and maintenance of lift trucks and equipment, Aprolis Group has 1,100 employees with annual sales of approximately \$245 million. The exclusive distributor in France of major brands Caterpillar® - Mitsubishi and Crown, Aprolis rents and maintains a fleet of approximately 20,000 lift trucks for all industries.

Aprolis is a member company of the Monnoyeur Group which has 9,500 employees worldwide and sales of \$2.6 billion.

Aprolis's national network incorporates 37 branch offices and service centers supplemented by a network of dealerships. Their sales force covers the entire national market and sells rental and maintenance contracts designed by the sales staff in the field or in branch offices.

**Aprolis selected the Cameleon solution to automate its sales process and provide its sales staff with an effective tool.**



*“Cameleon is the core tool of our new sales process that enables us to:*

- *Produce more reliable and professional commercial proposals,*
- *Boost administrative productivity, and*
- *Improve our image and customer satisfaction.”*



**Stéphane Motard**  
*Studies-Information  
 Technology Director,  
 Aprolis*



# Challenges

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## Boost administrative productivity

Aprolis's sales process was not automated. Sales teams manually produced orders from printed catalogs. Logistics follow-up was also performed using paper documents. The amount of time devoted to these low value add tasks and the resulting errors resulting from this manual process had become very costly for Aprolis.

## Produce standardized and reliable commercial proposals

Aprolis's commercial proposals lacked consistency in how they were defined and presented. They varied considerably depending upon to the sales manager or the branch location. In addition, national customers did not receive the same information across Aprolis's local contacts.

Furthermore, pricing rules were not uniformly applied across all sales channels. Proposals for the rental or sale of complex products required validation by multiple departments. To produce more reliable commercial proposals and reduce technical cost overruns, the process needed to be computerized and automated.

## Coordinating sales operations

Aprolis did not have a tool to monitor and coordinate sales operations so this became a strategic priority. Improving visibility for sales forecasts and commercial activity was also critical for the development of its business.

# Solution

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Aprolis chose the Cameleon solution, specifically the product configuration application integrated in the sales force automation application.

The solution is deployed across Aprolis's entire network in France servicing 100 users. 75% of the staff (sales and back office support) uses it daily for their sales operations.

Other users (management, cross-functional departments) also intervene as needed to validate quotes through a system based on email notifications. Users can connect to the tool either from the field through the 3G network, the branch office, or their home.

A project team bringing together the key stakeholders was formed:

- IT department: project sponsor and project manager
- Marketing department: implementation of data and configuration rules
- Pilot branch: test of the tool by sales staff, back office support and the sales manager

The implementation of the tool provided the opportunity to automate Aprolis's entire sales network. It was accompanied by training provided at the regional level.

Cameleon enabled Aprolis to develop four configuration modules for the different offerings: A Caterpillar-Mitsubishi model, a Crown model, a model for used equipment, and a model for all other new equipment.

Going forward, Aprolis intends to:

- Make the tool available to its customers and dealerships online
- Use the solution to sell new configurable products and assist customers to optimize their equipment fleet
- Integrate the tool with other existing systems
- Develop catalogues and information for sales staff
- Implement balanced scorecards for marketing
- Improve logistics and sales dashboards.

# Results

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## For customers

- More homogeneous, error-free quotes
- Improved customer satisfaction with shorter response and delivery times
- Reinforcing Aprolis's image as an innovator
- Reducing response times with an ecommerce platform available 24/7.

## For sales teams

- Elimination of time-consuming administrative tasks
- More time to focus on customer relations and upselling
- A shorter sales cycle, simple and rapid quote issuance with 100% reliability and an automated approval process

## For Aprolis

- Increased professionalism of the sales teams
- Commercial efficiencies boosted by a tool available both in the field and at the worksite
- Consistent, reliable, accurate product information incorporating configuration rules, product data
- Advanced coordination of sales operations.