



# **What SAP Manufacturers Need To Overcome Quoting Complexity**

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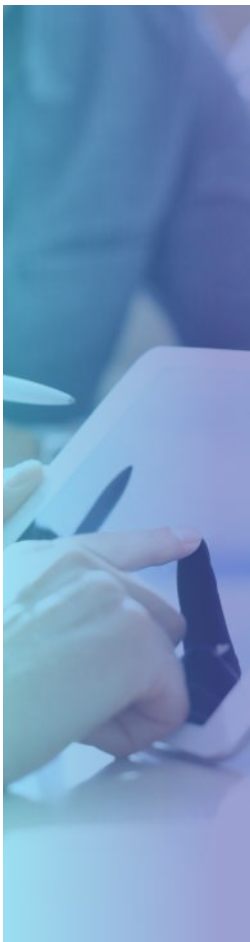
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# Complex products and complex pricing need easy quoting

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By 2025, 80% of B2B sales interactions between suppliers and buyers will be in digital channels, according to Gartner<sup>1</sup>. This isn't just a shift where buyers click "submit" online versus on the phone with a sales representative. It's a fundamental shift in the way buyers of all goods and services are doing business. It's critical for manufacturers to adopt best practices for real-time quoting that can quickly, and without manual intervention, be turned into always-accurate orders.



Buyers have high expectations of the purchasing experience today. Driven by consumer-esque expectations set by Amazon and other e-tailers, the line between a B2C buying experience and B2B has been obliterated. Unique to B2B purchasing, however, is quoting. It can be complex to create a quote, often pulling from multiple systems, varying discounts, configuration logic including SAP Variant Configuration, and factoring in availability/ATP (most of which is mastered in SAP ERP, but also needs to be used within the front-end user interface - CRM, CPQ tools, customer portals, ecommerce sites, etc).

This challenge of disparate systems and data structures often forces SAP customers into an inefficient sales process where end-users are swivel-chairing between multiple tools and screens just to create an accurate quote. Sound familiar?

## **In your business, you undoubtedly understand the challenges:**

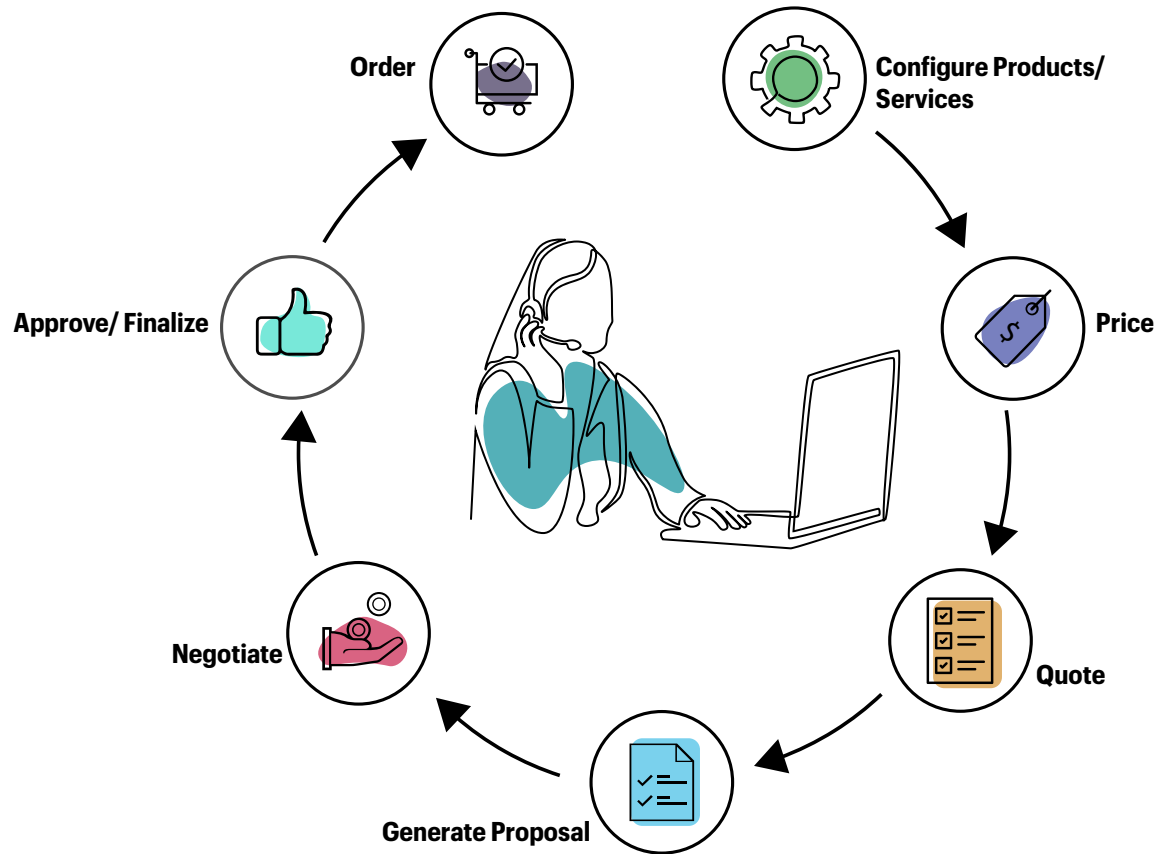
- Product information housed in SAP with quotes likely produced in an outside system
- Ensuring accuracy in quotes, pricing, discounts, and availability
- A combination of relationship-based accounts and purely transactional ones
- Per-account negotiated pricing that varies by product, configuration, and delivery date
- Employee turnover and the risk of knowledge loss
- Thousands of SKUs and configurations
- A rising bar on expectations of the customer (buyer) experience

1. <https://www.gartner.com/en/sales/trends/future-of-sales>

Simplifying quoting—and ensuring 100% accuracy—is no longer a feature of only tech-savvy manufacturers. It’s a table stakes expectation of B2B buyers and distributors around the world. And it’s easy to equate quoting with pricing, but it also includes makeability and availability. An accurate quote starts with access to your complete SKU inventory including configuration options. Because a quote that’s 80%, or even 95% accurate, is as good as 0%.

## The CPQ Process

Quotes, even complex ones, must be delivered quickly to meet customer’s expectations and to stay ahead of the competition. This process must be measured in minutes - not days or weeks.



In your business, you undoubtedly understand the challenges:

- Manufacturing industry challenges with off-the-shelf quoting tools
- Unlocking the power of your SAP-based data without adding to your IT department’s technical debt
- How Sonny’s car wash equipment supplier reimaged SAP ECC and CPQ/VC capabilities
- Why addressing quoting is critical before you deploy an eCommerce solution

# Quoting is hard for everyone—but excellence is rewarded with improved margins

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We get it. Quoting is hard for manufacturers. Most tools are designed for standardized quoting and a consumer-goods mentality of inventory-ready products. Complex products with complex pricing can seem like nearly infinite complexity. On top of that, CRMs, eCommerce, and the underlying IT to support a sales quoting tool aren't your core competencies. But it's not a gloom and doom prognosis.

Let's start with some common scenarios that impact quoting for manufacturers:

- We're too unique to make a quoting tool work
- Our catalog is "too complex" to successfully deploy CPQ
- Our customers prefer to work with the rep that knows their account inside-out
- Analysis paralysis as manufacturers grapple with evaluating tools and a 'hot potato' effect where no one wants to own the project
- Partly-implemented solutions where not all projects can be quoted using automated tools and configurable goods (or a subset) have to be excluded and handled by exception

Do any of those sound familiar? Digital transformation is here and while manufacturers may be on the laggard end of adoption, now is your time to differentiate.

What does a nimble, accurate quoting solution do?

It streamlines processes and makes it easier to do business because accurate quotes drive margin improvements. Delivering quotes with 100% accurate pricing means gaining, and keeping, the trust of your customer while also preserving (and improving) margins.



# The data isn't trapped in SAP—it's available in SAP

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Your product configurations and options—along with associated pricing—are detailed in SAP. So the solution, especially for made-to-order businesses, is leveraging that intelligence without adding additional complexity. Your complex SAP-based business rules and product catalog can become an asset.

SAP data can be presented within Salesforce CPQ to enable the lightning-fast creation of quotes that follow all preset configuration rules, present accurate pricing (with account-specific discounts), and create SAP-acceptable orders. This can happen through a sales rep or through an eCommerce portal.

This can be done using [data virtualization](#)—the split-second access to lead-to-cash data within SAP. Now is not the time to rely on middleware or replicating pricing and configuration tables—only to then have a new data set to constantly refresh and maintain.

Directly connecting your SAP back end with a Salesforce front end makes turnaround time (TAT) your competitive advantage. Gone are the days when your sales rep has to say, “I’ll call you back” so they can confirm pricing and ATP with the SAP team. Quotes can be created in

real time with ATP, customer-specific pricing, custom configurations, and more.

It’s also important that your distributors have access to the same cost/quote capabilities as your internal team.

Spoiler: The key to connecting your SAP-based business logic with powerful Salesforce quoting tools—including CPQ—is enosix.



# Wash. Rinse. Repeat. Car Wash Equipment Supplier and Quoting Powerhouse: Sonny's

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When it came to connecting SAP to their CRM, Sonny's found "Sometimes it worked here. Sometimes it didn't work there, and that was a huge hassle," according to Tim Elhefnawy, GM & VP of Sales. Sonny's wanted to find new ways to provide a seamless customer experience. To achieve its goal, Sonny's wanted to integrate SAP ECC with Salesforce CPQ, so its salespeople and distributors could access timely, relevant, and accurate pricing and inventory information in real time. Previously, the quoting process was cumbersome to the point where it hampered the customer experience.

Thanks to enosix, Sonny's can use Salesforce to put pricing and inventory data front and center. In fact, enosix ensures Sonny's salespeople and distributors can access real-time, up-to-date information.

Where Sonny's salespeople once struggled to get pricing and inventory data, the enosix platform ensures they can get the information they need exactly when they need it. As such, the platform is transforming Sonny's customer experiences.



**"We are getting more accurate information out the door ...  
and we're delivering far better experiences."**

— Tim Elhefnawy, GM & VP, Parts Division at Sonny's

# Laying the foundation for successful eCommerce

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Before you can successfully deploy an eCommerce experience for your customers, it's critical to get the quoting infrastructure right. Every engagement channel needs to be accessing a single source of truth—in real time, at the speed of the customer. When you get SAP-CRM integrated quoting right, you could see a 40-95+% decrease in quote turnaround time.

Another aspect of quoting complexity and eCommerce is managing inventory data sources. Knowing inventory levels, in real-time, and how that impacts made-to-order products as well, is key to maximizing margins and impressing customers and distributors.





# Key take-aways:

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Quoting, with 100% accuracy, must be measured in minutes, not hours, days, or weeks.



Inaccurate or incomplete quotes erode customer trust.



Your perceptions about your business complexity, uniqueness, and fear of failure are significant but overcomeable obstacles in your digital transformation.



Catalogs with variant configurations or made-to-order products can, and must, be included in a modern CPQ solution.



Dual maintenance of products, pricing, configuration logic, inventory availability, quotes and orders creates significant technical debt for SAP manufacturers and distributors that can be avoided.



It is possible to create a “single pane of glass” where your end-users and customers only need one screen/application to create an accurate quote and this can be achieved faster than you ever imagined.

# The enosix Difference

Complex systems like SAP and Salesforce weren't meant to work together—until [enosix](#). With pre-built SAP integration modules, we can cut project implementation time by up 70% or more, while doing the heavy lifting for you and your IT team. And we can deliver the single-screen solution your sales, customer service, and distributor teams need to generate always-accurate, always-orderable quotes.

The enosix difference, from a technical perspective, is that we use data virtualization to create a window into SAP directly within Salesforce. That means a quoting solution that pulls real-time product data, pricing, and configurations directly from SAP without time delays, middleware, or custom configurations. More importantly it means your externally facing teams can stay in Salesforce but leverage the power, data, and rules built into your SAP ERP.

From a business perspective, you cut quoting time from days or weeks to minutes. You also create 100% SAP-validated accurate quotes with mouse clicks, not phone calls. And because we are built on SAP expertise—in fact, SAP for Manufacturing specifically—we understand the pace and complexity of your business and how mission-critical quote accuracy is for you and your distributors.

Let's talk about how enosix can leverage your SAP ECC or S/4HANA system to tackle complex quoting challenges such as Variant Configuration, ATP, varying discount thresholds, inventory availability, and more.