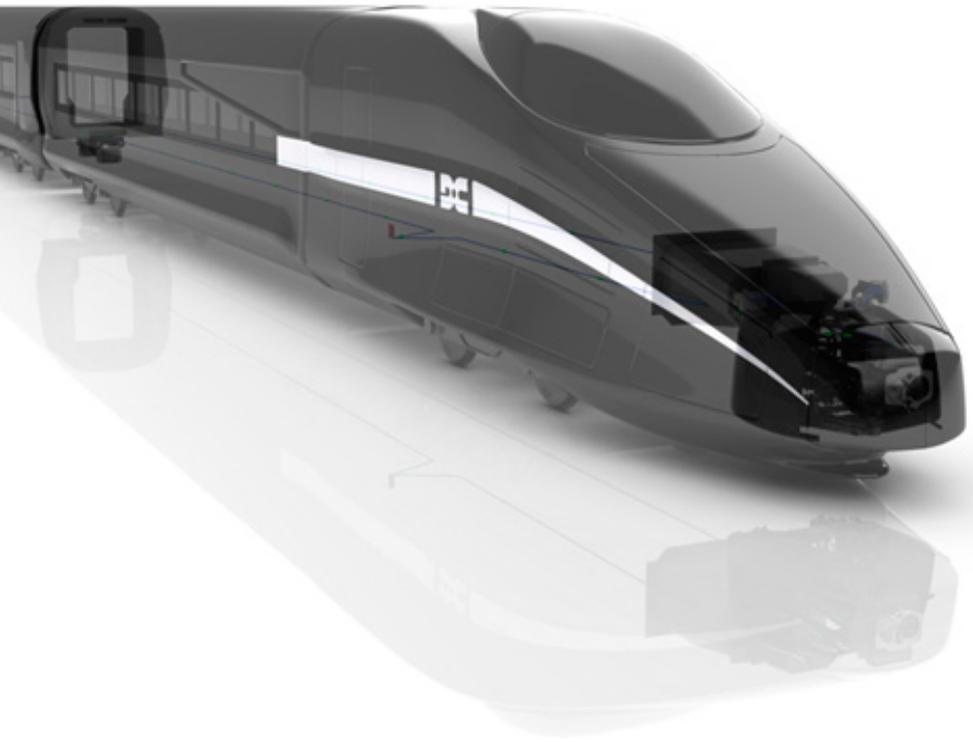


The right methods led to big time savings for proposal drawings at Dellner



Customer profile



Company	Dellner
Segment	Manufacturing
Country	Sweden

Business Challenge

- Had a requirement to be able to quickly produce technically advanced and detailed proposals for carriage companies when enquiries come in

Solution:

- Together with Symetri's methodology expert, the methods were simplified and made more efficient for all Dellner's engineers who work on proposals
- A sales configurator in iLogic is the engine for the proposal work
- iLogic allows you to control different variants of products and to simulate different operational situations

Benefits

- Huge time savings at the proposal stage
- Shorter lead times
- More opportunities to focus on the right things

“We save about 200-300 hours per year with all the changes we have made to the proposal library, with the sales configurator as the engine. The collaboration between us and Symetri has been good. They have helped us produce tools and given us excellent support,”

Anna Enochsson, Sales Engineer Manager at Dellner.

Listen to Anna Enochsson talk about how they went about making Dellner's proposal work more efficient. The interview was conducted at Design Management Forum in Stockholm, October 2015.

Dellner, which works with Train Connection Systems, i.e. buffer stops, train couplings and gangways between trains, needs to be able to quickly produce technically advanced and detailed proposals for carriage companies when enquiries come in.

"When a train operator is going to build a new line it often asks a number of carriage companies for prices, and then comes to us for an offer. The challenge for my department, where I work as sales engineer manager, is that we produce all the technical proposals. So we have to produce good quotes for many, even though we know that only a few will turn into orders," explains Anna Enochsson, Sales Engineer Manager at Dellner.

Together with Symetri's methodology experts, the methods were simplified and made more efficient for all Dellner's engineers who work on

proposals – a challenge that resulted in huge time savings at the offer stage, shorter lead times and good conditions for focusing on the right things.

Sales configurator with control for many variants

Together with Symetri, Dellner has built up an offer library in ILogic, which is part of Inventor. From there it is easy to control many variants. With a curve study function, it is easy to simulate coupling and operation of train sets in curves to ensure smooth operation of the trains.

"Now we have one simple tool into which we can feed parameters from the customer and make changes. Everything can easily be done by the sales personnel," Anna Enochsson points out.

Huge time savings

Inventor was a new tool for Dellner. Together with one of Symetri's methodology experts, the methods for all Dellner's engineers who work on proposals were simplified and made more efficient. Symetri also provided support when it came to developing the sales configurator.

PASSIONATE
RELIABLE
INNOVATIVE

"We save about 200-300 hours per year with all the changes we have made to the offer library, with the sales configurator as the engine. The collaboration between us and Symetri has been good. They have helped us produce tools and been a great support to us," explains Anna Enochsson.

Lean engineering improves efficiency

The solution for Dellner is part of Symetri's Lean Engineering concept in which industrial companies are supported in making constant improvements for smarter and more cost-efficient deliveries.

Sales configurators are one of the included components that can support companies to save much time and money.

"Dellner is one of our most important customers within the manufacturing industry in Sweden. Symetri's role, with Lean Engineering as its philosophy, is to help them do things as quickly, easily and efficiently as possible. Together with Dellner, we can see lots of opportunities, especially in sales configurators and similar solutions," says Symetri's Torbjörn Rask who has long experience of supporting Nordic industry to become more efficient.

Click on the image to watch an interview with Anna Enochsson, Dellner AB



For more information, please contact:



Neil Adcock
Sales Manager
Symetri

Telephone 019 122 334 00
E-mail neil.adcock@symetri.com