

How Can Getting Fast and Accurate Quotes to Customers Mean Stronger Sales?

Every day, billions of people come into contact with Bühler technologies to help meet basic nutritional and mobility needs. A leading provider of solutions for processing grains, rice, cocoa, coffee, and other raw materials, Bühler also offers die-casting and surface-coating technologies for high-volume application areas such as automotive, optics, and inks. The family-owned Swiss company operates in more than 140 countries and strives to innovate for a better world through healthy, safe, and sustainable solutions at competitive prices. So, at the quotation stage of a sale, speed, flexibility, and cost accuracy are a must.

Working with the SAP® Consulting organization, Bühler deployed the SAP Product Lifecycle Costing solution to help ensure accurate costs to its quote system for complex, customer-specific machines and solutions. Now, reliable costs are delivered for each configurable pricing element. And, calculations for flexible structures are aligned with the latest manufacturing bills of materials and routings. With one global costing tool and harmonized processes, Bühler can provide sales at the quotation stage with faster, more accurate costs that are more transparent.





Enhancing Sales with Better Quote Costing Using SAP® Product Lifecycle Costing



Bühler Group
Uzwil, Switzerland
www.buehlergroup.com

Industry
Industrial machinery
and components

Products and Services
Solution provider for food-
processing, die-casting, and
surface-coating technologies

Employees
10,640

Revenue
CHF 2.54 billion (€2.33 billion)

SAP® Solutions
SAP® Product Lifecycle
Costing solution

Family-owned Bühler Group operates in 140 countries. To support sales during the quotation process, it must provide accurate costing data quickly. Working with SAP Consulting, Bühler deployed SAP Product Lifecycle Costing. Now, it has a single global costing tool to help drive sales and lower financial risk.

Before: Challenges and Opportunities

- Ensure fast, accurate, and well-monitored cost calculations – including simulation figures
- Improve flexibility and accuracy of costs for complex, customer-specific machines and solutions based on various factors in the quotation stage of a sale
- Align costing structures with the latest manufacturing bills of materials and routings

Why SAP

- Flexible costing solution with a user-friendly interface that is the best fit for Bühler’s system landscape
- One global tool and harmonized quote and costing process that integrates with the SAP ERP application
- Consulting expertise and process knowledge of SAP Consulting needed to set up a global costing process and integrate with the quote system

After: Value-Driven Results

- Reliable costs delivered to the quote tool for each configurable pricing element
- Calculation of flexible structures aligned with the latest manufacturing bills of materials and routings
- Validation cockpit and mass update capabilities to automatically handle multiple recalculations and yearly calculation updates
- Global costing sheet and rollout for all sites worldwide

“Getting fast and accurate costs to our quote system is crucial. With SAP Product Lifecycle Costing, we know our salespeople are getting the right numbers every time.”

Markus Suter, Head of Applications Quotation and Project Execution Processes, Bühler Group

Greater

Cost accuracy

Faster

Processing and response times

Intuitive

User experience

Lower

Risk of profit loss

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