

ACHIEVING RAPID GROWTH WITH SELECT-CONFIGURE-PRICE-QUOTE

PumpWorks drives significant revenue allowing customers to self-serve with FPX's tightly integrated Selector and CPQ solution.

"To launch a company like ours without giving customers the ability to select a pump online - we just would not be in business."

Mark Weidmann, Vice President, Sales and Marketing of PumpWorks 610 Group

To manufacturers like PumpWorks, an online selector tool is a baseline requirement for doing business. According to Mark Weidmann, Vice President of Sales and Marketing at PumpWorks 610 Group, "Our online selector was necessary to earn market recognition as a viable competitor."

Madelyn Heigl, Lead Technology Specialist for FPX (Intelliquip became an FPX company in 2019) and one of the key experts who works with PumpWorks 610 agrees.

"Everyone is on the fly in today's world. That's why it matters if you can make the selection process easier and more accessible. Great tools are a way of building credibility. If your company offers the latest and best sales technology, it signals that you use the latest and best technologies."

Weidmann says FPX's industry experience tipped the scale in its favor. "FPX had more engineering and pump industry expertise than any other software vendor. Some of their founding partners created the first automated pump selector I ever used. We valued their capabilities and track record. That knowledge shines through in their software."



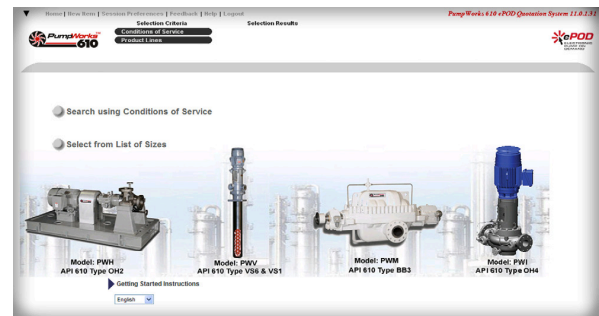
"If we had tried this strategy 15 years ago, our only option would have been to create an internal selection tool - which we could not have done - and it would have taken us three times as long to grow our sales and revenue."

"The FPX platform was and is instrumental in gaining visibility among customers as a manufacturer of choice. Our sales have increased fifty-fold in four years."

Weidmann also said, "We held advanced conversations with potential clients. All wanted the ability to select without having to log in and create a profile. Roadblocks like entering passwords mean people just stop. Customer input drove us to become one of the few in the industry where visitors come to our side, click on Electronic Pump On Demand (ePOD), select a product, and secure an accurate estimate."

The ePOD User Interface

The PumpWorks 610 Electronic Pump On Demand system — designed in partnership with Intelliquip — allows customers to visit the site, select a product, and secure an accurate estimate without roadblocks such as entering passwords or creating profiles.





With FPX technology powering their system, the sales team at the PumpWorks 610 Group are delivering to customers more comprehensive and accurate proposals in a much more timely fashion. In fact, sales have increased fifty-fold in four years.

The ePOD was customized to serve clients more responsively, says Heigl.

"Their start page features images for each of their product lines. If you click on an image, it takes you to the appropriate product information. It's easy to use and yet runs one of the best and most accurate selectors available."

Weidmann says the online selector is one third of the reason for PumpWorks 610's rapid growth. He also points to quality products and accelerated delivery dates.

For internal teams who produce complete quotes, PumpWorks integrates the FPX Selector with its Configure, Price and Quote solution. The system reduces reliance on key personnel, assures greater precision in quoting, and provides substantial business intelligence through the BI tool.



"Our approach allows all of our people to select and configure pumps when needed. They don't have to turn to just one person," said Weidmann, "And, we can easily manage changes in price, performance and configuration. Price changes, for example, are immediately integrated so all users have immediate access. No one misquotes because of outdated data."

"FPX had more engineering and pump industry expertise than any other software and consulting. We valued their capabilities and track record of success working with companies like ours. That knowledge shines through in their software."

The bottom line for PumpWorks 610 Group?

"Our application engineers now generate more proposals in the same time period. Even technical illustrations and specifications, whether displaying a variable speed curve or making viscosity corrections, can be done quickly, efficiently, and accurately - all within the system and all via the web.

"Ultimately, we are delivering to customers a more comprehensive and accurate proposal in a much more timely fashion.

"Real benefits from a tool that fluid handling manufacturers simply need to have to be easy to do business with."

**For more information, contact
FPX:**

Phone: 866-826-6344

Sales@fpx.com