

MITSUBISHI CATERPILLAR FORKLIFT AMERICA, INC.

Industrial forklift leader cuts product configuration time by 75 percent



Company

Mitsubishi Caterpillar Forklift America, Inc.
Houston, TX
www.mcfa.com

Corporate Details

Mitsubishi Caterpillar Forklift America, Inc. (MCFA) is a leading manufacturer of high-quality forklifts in North and South America. Based in Houston, Texas, MCFA distributes three distinct brands – Mitsubishi forklift trucks, Cat® lift trucks and Jungheinrich® warehouse products.

Benefits

- Time to configure product families slashed by 75 percent.
- Costly, time-consuming errors dramatically reduced.
- Revenues increased due to ease of offering additional options to customers.
- User training simplified and accelerated through an extremely intuitive user interface.
- Configurations easily copied and modified to create new products and orders.
- Rules created once applied across multiple product families.
- Ability to create workflows ensures proper review of special discount and engineering requests.

Products

- Microsoft Dynamics CRM

MCFA is the leading manufacturer of three distinct brands: Mitsubishi and CAT forklift trucks and Jungheinrich warehouse products, distributing through a vast dealer network throughout North and South America.

Challenge

Forklifts are one of the most highly customized products serving the manufacturing and distribution industries. Mitsubishi Caterpillar Forklift America, Inc. (MCFA) offers numerous product families across three brands: Mitsubishi forklift trucks, Cat® lift trucks, and Jungheinrich®. Within families – each with as many as 1.0 different models – there is always a need to specially configure orders to address unique customer needs, typically involving hundreds of feature and function decisions.

MCFA previously handled order entry using a product configurator embedded in its legacy ERP system. The legacy ERP configurator required numerous manual steps that took an inordinate amount of time – greatly escalating the period required to ensure a configuration was accurate.

"It took a lot of time to do things that shouldn't have been difficult," says Jose Clark, Manager of Business Analytics at MCFA. "Adding part numbers, pricing, and setting-up product configurations on all products had to be done manually. There was no easy way to copy and modify an existing configuration. We were forced to start from scratch every time," he says. "Changing a part number or a role took time. Even adding a single new option to a category took weeks."

"Day-to-day, all those things were very frustrating from a business perspective," continues Clark. "Senior management could not understand why it took so long to configure an order."

The challenge became dramatically more complicated in 2010 when MCFA signed an agreement with Jungheinrich AG, the European leader in electric-power warehouse material handling systems, to add its products to the company portfolio. That partnership nearly doubled the number of products MCFA offered to its dealer network.

"It was clear at that point that we needed a solution to bring new products to market in a timelier, user-friendly fashion," Clark says.

"Experlogix also makes it easy to build workflows," Clark says. "If certain features or options are especially complex, Experlogix can launch a notice to product specialists to review the order."

- Jose Clark, Manager of Business Analytics at MCFA

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