



Digitalize sales, optimize processes, secure success

TRUMPF & SAE – a successful partnership for more than 10 years

For more than 10 years, TRUMPF relies on SAE software applications and uses the innovative SAE CPQ to manage the worldwide sales of its complex and high-class machines and systems. The focus is on unrestricted system consistency and usability for all users.

For almost 100 years TRUMPF stands for quality, highly efficient processes and important innovations in machine and plant construction. With over 70 operating subsidiaries, the family-owned company is one of the world's largest suppliers of machine tools and laser systems for industrial applications. In order to guarantee geographical closeness to its global customers, TRUMPF runs worldwide locations in addition to its headquarter in Ditzingen.

With the SAE product configurator, TRUMPF ensures that its systems and machines are quoted correctly and attractively anytime and anywhere in the world. The worldwide, fast and flawless quotations guarantee technical feasibility, include correct prices, up-to-date texts and convincing product images. When an order is placed, the sales employee converts the quotation document into an order in the TRUMPF SAP with just one click – including configuration evaluations, bills of material, prices, texts etc. – for maximum consistency and efficient processes.

With the 3D add on, TRUMPF empowers its sales team to configure in the digital twin and thereby inspires not only its own employees but also customers.

With the SAE CPQ product finder, TRUMPF provides targeted information to interested parties on the website and thus achieves a high level of product-customer identification from the very first contact.



"As part of TRUMPF's digitalization process, SAE's applications play an important role and cover the requirements of production, product management, worldwide sales employees and internal sales team right through to the end customer."

SAE has always proven to be a reliable, consultative and highly motivated partner. "

Mrs. Serap Tekke (IT project leader)

TRUMPF GmbH & Co. KG



Industry
Machine and plant construction



Number of employees (state: June 30, 2019)
14.490



Headquarters
Ditzingen



The digital transformation of sales at TRUMPF – efficient processes & close to customers worldwide

TRUMPF Visionen



SAE was best suited to meet TRUMPF's high requirements on their future CPQ and thus succeeded as software supplier.

The SAE solution connects and centralizes all subsystems and applications. In this way, TRUMPF achieves an integrated system landscape and eliminates data silos. The SAE CPQ guarantees the perfect symbiosis of ERP, CPQ, CAD, CRM, PIM and DMS. TRUMPF's existing SAP® LO-VC object dependencies, pricing and customizing are also imported into the CPQ platform at the touch of a button. The SAE application is browser-based, has an offline client for traveling sales employees and convinces with highest intuitiveness and usability. With that the training period is short and the user acceptance is high.

Pos.Nr.	Materialnum...	Beschreibung	Anzahl
1010	2417820	TruBend 7036 (B28)	1,00 ST
1020	9000172	Erweiterte Standardausstattung	1,00 ST
	2342546	Aufstellung, Inbetriebnahme und Einweisung	1,00 ST
	9000130	Vorteilspakete	
1030	2417884	Ergonomiepaket	1,00 ST
1040	2417886	Produktivitäts-Plus-Paket	1,00 ST
	9000138	Steuerung	
1050	2417890	Touchpoint-Steuerung am Tragarm links	1,00 ST
1060	2249884	Werkstattprogrammierung – TecZone Bend	1,00 ST
1070	1521567	Unterbrechungsfreie Stromversorgung für die Steuerun...	1,00 ST
	9000136	Datenübertragung	
1080	2372120	Remote Control Interface (RCI)	1,00 ST
1090	2513870	TRUMPF Maschinen-Apps	1,00 ST
	9000207	Winkelassistenten	
1100	2427300	ACB Wireless (Automatically Controlled Bending)	1,00 ST
1110	1721769	Operator Controlled Bending (OCB)	1,00 ST
	9000208	Bedienung	
1120	2330412	MobileControl	1,00 ST
1130	1948823	MobileControl Pro	1,00 ST
1140	1470834	Biegeinlinienlaser	1,00 ST
1150	2427351	Ausziehbarer Werkzeugschrank	1,00 ST
1160	1948625	2D-Code-Scanner	1,00 ST
	9000200	Sonderoptionen	
1170	1267996	Sonderlackierung	1,00 ST

The SAE quote management platform with the product configurator meanwhile runs at TRUMPF in its second generation. More than 10 years ago, TRUMPF assigned SAE to equip its worldwide sales of their laser technology sector with SAE CPQ. The first generation of the SAE CPQ was defined as an On-Premise version with offline functionality.

The application was quickly established and proven – TRUMPF's sales team worldwide is working successfully with the SAE solution. With just a few clicks and within a very short time, the worldwide sales teams created attractive quotations with correct prices, up-to-date product images and texts. The buildability is always guaranteed and with just one click, the quote can be transferred as an order, including configuration evaluations, texts and prices to the leading SAP® ERP.

Due to many years of successful cooperation, TRUMPF decided to equip its second business division, TRUMPF Machine Tools, with the SAE quotation management system and to switch to the next, web-enabled generation of SAE CPQ.



We, the SAE team, are proud to count an innovative and successful company like TRUMPF among our longtime customers.

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