



Press Release

The Online Product Configurator from ITD

GmbH:

“Our customers think it’s great”

Unterhaching, 22nd March 2010 ITD GmbH has received some extremely positive feedback in connection with its new Online Product Configurator. Since the Medica Trade Fair last year, customers have been able to use the tool on the ITD website and anyone has been able to access it. The tool has “precisely met the needs of customers, prospectives and partners,” Alfons Brummer, Head of Sales at ITD GmbH Tool, proudly explains.

Time saving: A few clicks to an individual solution

Users, planners and sales partners have been able to present their configurations “live” and on site to customers for the past few months. This enables them to work together with customers when designing their solutions. The employees of ITD GmbH themselves have also been able to save valuable time with this comprehensive software solution which they can apply in many different situations including provision of strategic advice. “The Configurator” takes visitors through this wide-ranging standard program with all the relevant features, including selection of basic frame and colour scheme, system components and accessories through to the desired, individual product,” continued Brummer. “After each step, users can view their selection in a 2D or 3D view or read off their selected components in the parts list.”



Store, print, rework, inquiry

Once configurations have been activated they can be saved, called up and printed out time and again. “The configurations are saved on a separate server for some time so that they do not have to be drawn up anew in during the course of decision-making processes than can often be complex and protracted. They can simply be called up using automatically assigned codes and processing can continue,” explains Brummer. Users can also send off their configuration as an inquiry without any obligation. The offer inquiries are then forwarded to the sales office service which can either rework the proposals or adapt them as appropriate.

Simple, intuitive, user-friendly and up to date

The appealing layout, individual configuration options using easy Drag & Drop technique, plausibility checks running in the background and helpful guidance are all aspects that have provided “very positive feedback from our customers,” according to Brummer. “The intuitive processes and clear structures have been extremely well received.” Fast upgrade and amendment mean that the tool is always in tune with the latest advances.

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