# Case Study

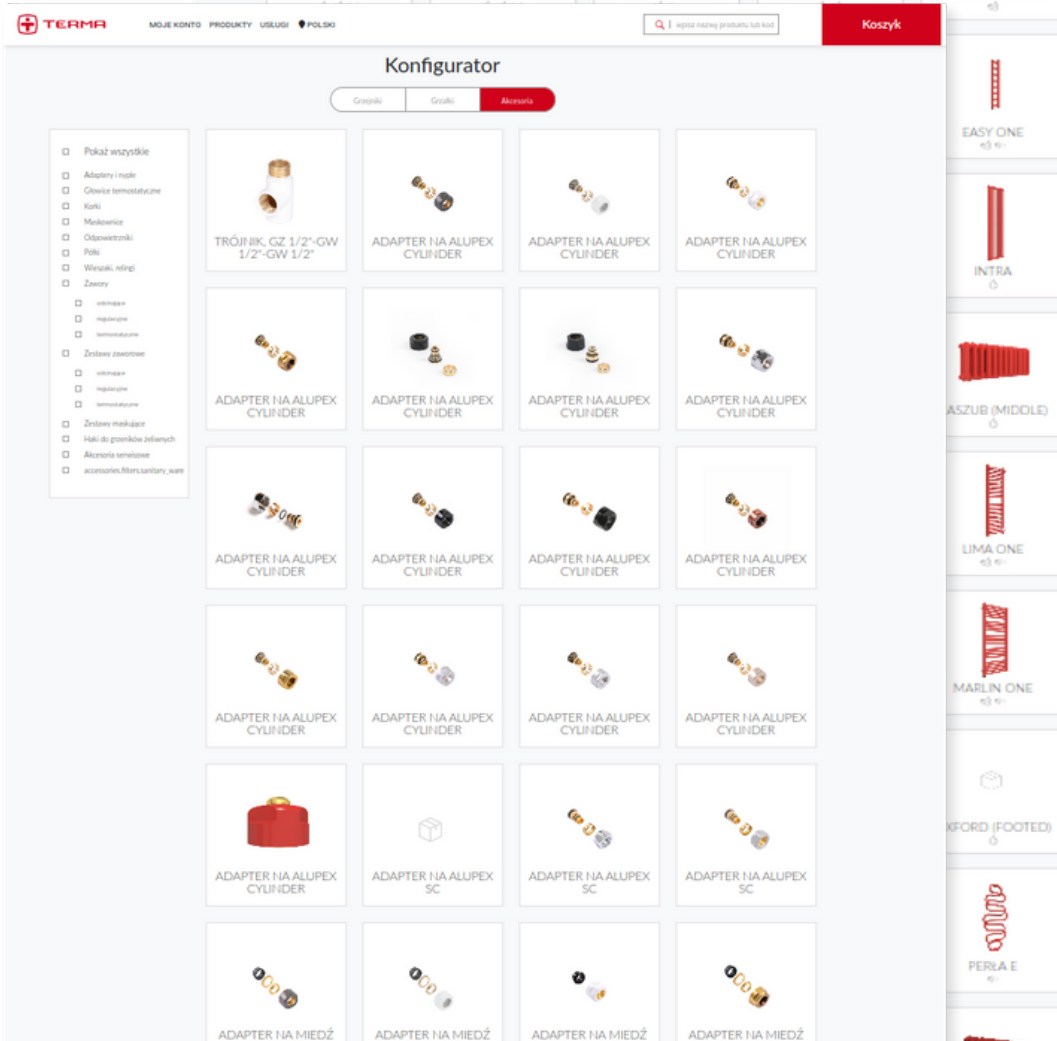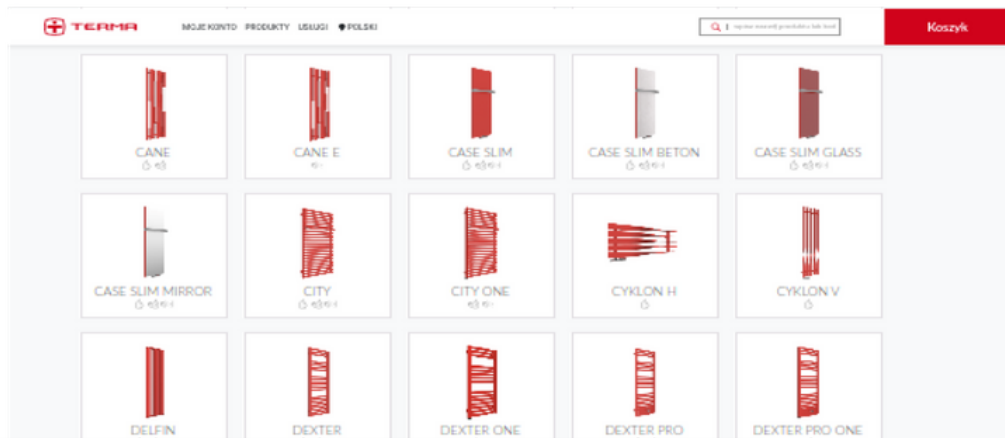**B2B Product Configurator**

TERMA

# B2B Product Configurator

Product configurator project for **automation of the ordering, verification and preparation process**.

## Category

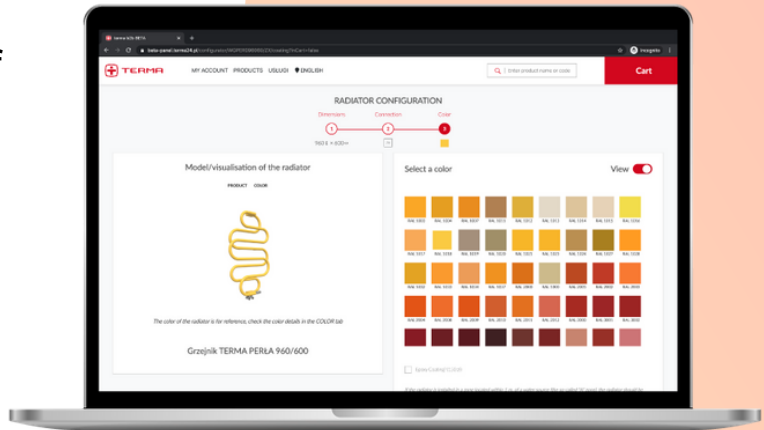Industrial manufacturing    Product configurator

Ordering process automation

## Technologies

## Project scope

- **Front-end**
- **ERP & Drupal integration**
- **RestAPI**
- **Photos service**

## About the client

### Radiator manufaturer

Terma offers 115 models of radiators and dozens of immersion heaters that can be configured in millions of ways. The company is a renown manufacturer and their products are popular internationally.

The **innovative approach to product design** and their focus on client interaction is what makes them stand out from their competitors.

## 115
### products

## millions of possible configurations

## automated validation

# 01

## About the project

The goal for the project was to develop a configurator that would allow any possible configuration of the radiator including the color, dimension, connectors and accessories.

Application structure needed to be designed in a way that **allows automating ordering and production process**.
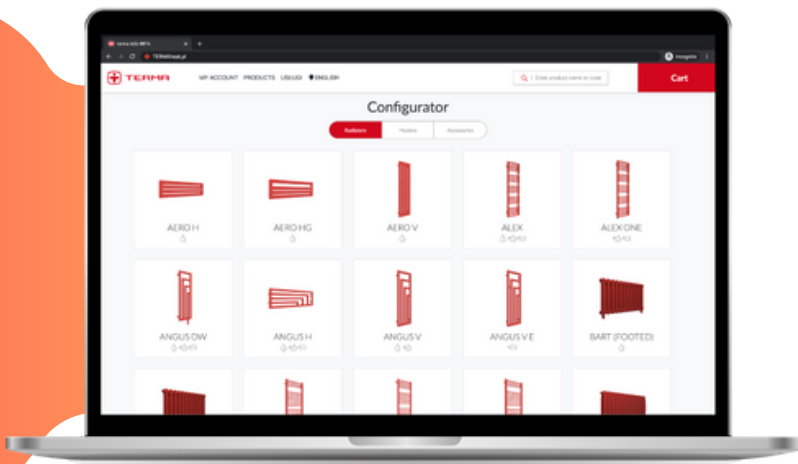
# 02

## UI

Configuration process consists of 3 to 5 steps depending on the chosen model. The user sees only the possible configuration options. It prevents the user from creating an incorrect configuration.

# 03 User journey

User journey is dependent on the chosen model of the product. Application **automatically adjusts the possible variations for each model** and leads the user through the configuration process.

```
START ──────► Main page
                  │
                  ▼
         Does the product have a ──No──► B2B CONFIGURATOR
         pre-made configuration?              │
                  │                ┌──────────┼──────────┐
                 Yes               ▼          ▼          ▼
                  │            Radiators   Heaters   Accessories
                  │                │          │          │
                  │                └──────────┼──────────┘
                  │                           ▼
                  │                    Choose a model ◄──────────┐
                  │                           │                  │
                  │                    Choose dimensions ◄───────┤
                  │                           │                  │
                  │                    Choose a connection       │
                  │                           │                  │
                  │                    Choose a color            │
                  │                           │                  │
                  │              Does the product have a ──No──┐ │
                  │              customizable heater?          │ │
                  │                          │                 │ │
                  │                         Yes                │ │
                  │                          │                 ▼ │
                  │                   Choose a heater    Does the product have ──Yes──► Add
                  │                          │           additional accessories?        accessories
                  │              Heater configuration ──►       │                          │
                  │                                            No                          │
                  │                                             ▼                          │
                  │                                      Order summary ◄───────────────────┘
                  │                                             │
                  └──────────────────► Add to cart        Modify ◄──────────┐
                                            │                 │             │
                                      ┌─────┴─────┐           │             │
                                      ▼           ▼           │             │
                                   Order   Continue shopping ─┘             │
                                      │                                     │
                                      ▼
                                   Payment
```
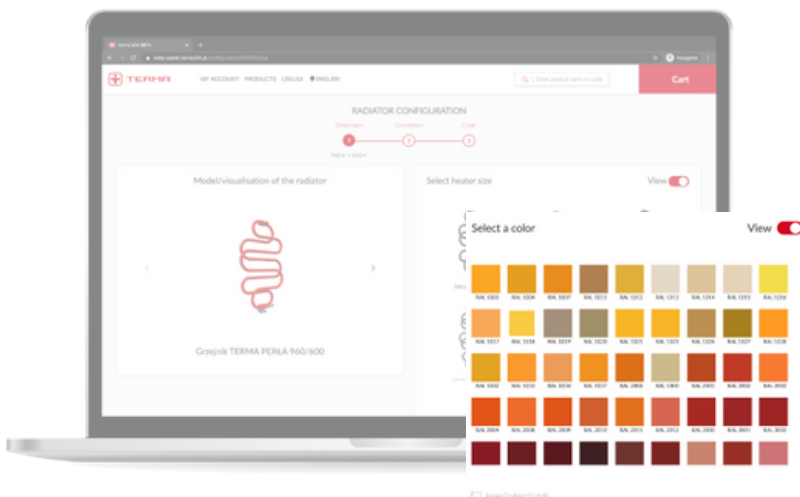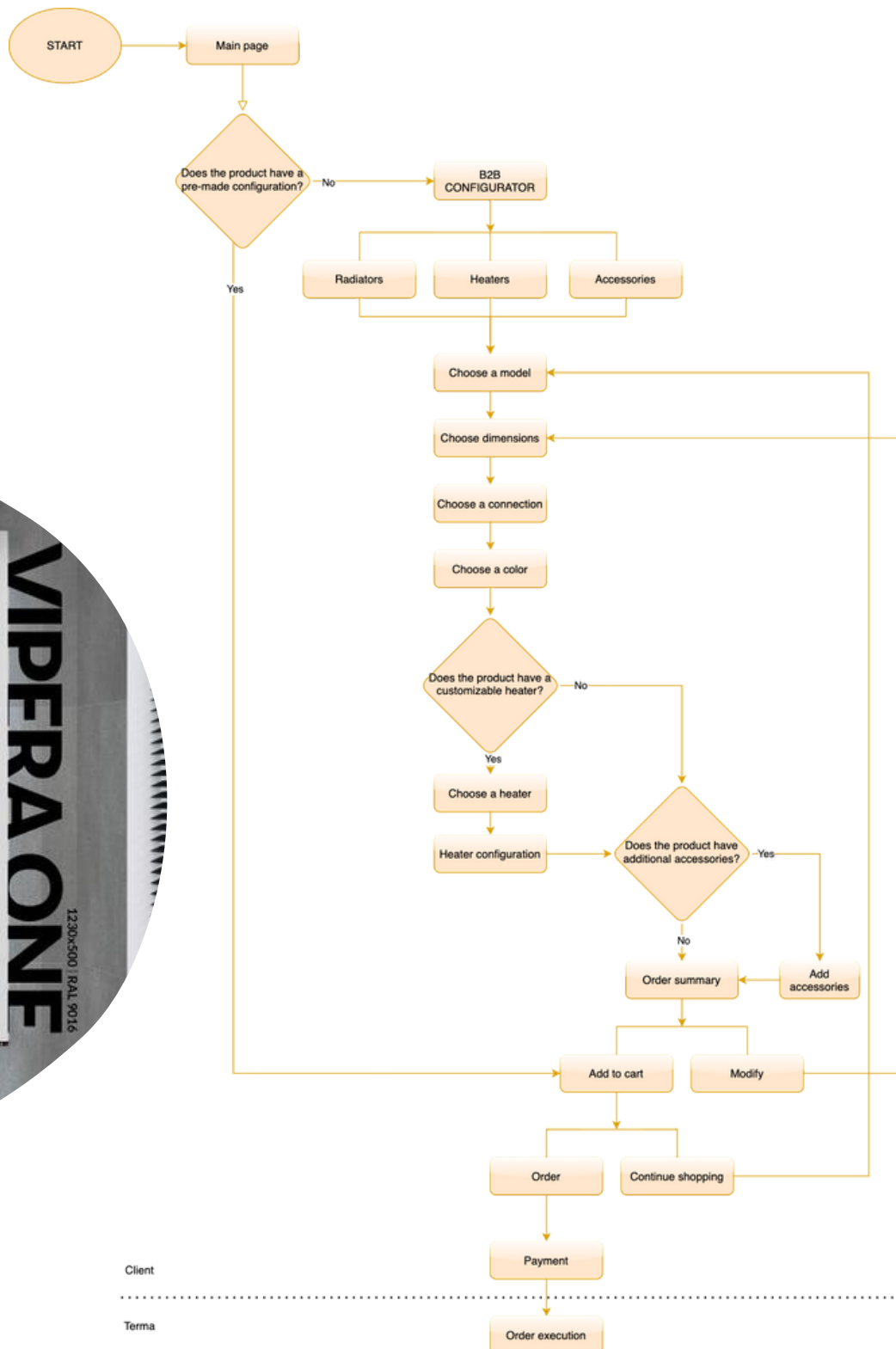
Client
· · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · · ·
Terma

Order execution

VIPERA ONE
1230x500 | RAL 9016

# 04

## Production automation

We were able to transform an old complicated production process to an automated system using digitized product configurator.

---

**Replacing mail communication with the web service**

Before we implemented our solution, the company had been using e-mail communication for custom orders. The whole process was time consuming and required the Customer Service involvement. **The configurator enabled generating every possible configuration** of the product and **automated** the whole **ordering process**. Terma can **move their resources** from Customer Service to other departments.

**Sending confirmed order directly to production**

Human factor played a significant role in the customer service process from the first contact up until delivery. We were able to automate this process by **integrating the configurator with ERP system (Microsoft Dynamics AX)**.

**Minimizing the number of products in the warehouse**

Configurator has automated not only the ordering process but also its fulfillment. Terma is able to minimize the overproduction of the radiators by **starting the production process after the order had been confirmed**.

# 05 Result

The projects purpose was to create added value. Terma has achieved its business goals and will derive **tangible benefits** from it.

> The company's **full product offer** is available on **one platform**

> **Immediate visualization** of the configured product (database of several million graphic files)

> Integration with **ERP** (Enterprise Resource Planning) and e-commerce systems

> Division into product categories (easy search of the product database)

> The **scalability of the solution** enables easy addition of new products to the platform

> Quick information about **stock levels** and **product availability**

> **Automatic validation** of the correctness of the product configuration by the application

> **The human factor is minimized** when placing the order thanks to the configurator

> **Transfer** of a correctly added and paid order **directly to the production**

> An additional sales channel for business partners and the company

> Option to **run the application in the presentation mode** (standalone mode) on POS

> Simple management of discount groups for individual customers

## Visualization

### Immediate visualization of the configured product thanks to the database of several million graphic files

The configurator is adapted to **display multiple views of products from different angles**. Thanks to the created database of graphic files, the application reads data directly from it.

This improves the process of scaling and adding new products.

## Sale

### An additional sales channel for business partners and the company

Terma largely bases its sales on the sales department and the network of distributors.

The configurator has become another sales channel for the company that does not require additional human resources. It is an **extra profit** for the enterprise with minimal effort.

## Scalability

### The scalability of the solution enables easy addition of new products to the platform

One of the main requirements for the project was to enable the **scalability of this solution**. It was important to optimize the process of adding new products as well as access the entire platform for many users.

We have also isolated the application from the infrastructure of systems operating at the client's premises. Thanks to which the **platform can be used by any of the independent distributors**.

**Production**

## Transfer of a correctly added and paid order directly to production department

By connecting the configurator panel to the company's CRM, a customer's order appear automatically after submission.

The production department executes the order only after it is confirmed and paid. Thanks to this, **the company has minimized the amount of products remaining in the warehouse.**

**Consumer service**

## The human factor is minimized when placing the order

The orders had previously been placed by e-mail, where all correspondence regarding specific product guidelines were communicated. In addition, Customer Service had to verify the compliance of the order with the production department, which further complicated the entire process.

The configurator allows you to put together the custom product, and **the panel validates the configuration.**

## Testimonials

**Piotr Klimaczak**

## IT Architect - Team Leader

"The implementation of the complex project, which consists of a number of systems and technologies, was easier thanks to BoostHigh. We could rely on BoostHigh's support and problem solving skills. They were able to address a range of programming issues both in front-end and back-end, including API's architecture and integration. Flexible approach to cooperation also helped us solve several problems not related to the commissioned project itself. To meet the expectations, BoostHigh undertook a different form of cooperation, where we allowed them to make the key decisions on the solution's delivery. This led to lowering the overall project costs."

# Revolutionize with BoostHigh

Automate business processes and **become the Leader** in your industry.

**Estimate project**

## Contact us:

**BOOSTHIGH SP. Z O.O.**

Paweł Czerniewski
Business Development Manager
+48 665 002 628
pavel@boosthigh.com