



EMELAR



SALESFORCE CPQ
customer success story

Salesforce CPQ Ensures Quoting Confidence

How we streamlined Diversified Machine's quoting process

COMPANY PROFILE

Diversified Machine Systems (DMS) is a privately-held corporation with headquarters located in Colorado Springs, Colorado. DMS is an industry-leading designer and American manufacturer of 3 axis and 5 axis CNC routers and machining centers.

Industry: Manufacturing

Number of Employees: 100+

Number of Salesforce Users: 55+

Technology Platform: Salesforce CPQ

Diversified Machine Systems Faced Three Big Challenges

QUOTING PROCESS DMS's quoting process was complex, inefficient, and confusing.

INCONSISTENT PRICING Pricing for machinery was variable, based on customer type, and sometimes incorrect.

OUTDATED SOLUTION The CPQ solution was outdated and it required manual entry for quoting.



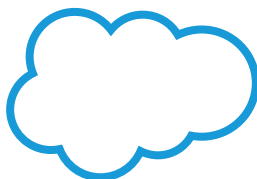
The Emelar team was great at keeping the project on schedule and on budget, as well as keeping our DMS Team engaged and educated throughout the project. They brought instant high-level knowledge and experience to my team.



ED HILLGRASS

Executive Vice President & CSO – DMS

The Solutions



SALESFORCE CPQ

PRODUCT SEARCH EASE Emelar designed an easy way to search quotable products.

QUOTE APPROVAL Emelar implemented effective quote approval processes that allowed executive visibility.

INTEGRATION Emelar integrated spec sheets and thumbnail photos of the machines into the quotes and quote templates.

The Results

PROFESSIONAL QUOTES Wrought Washer now sees dramatically reduced quote times for customers — hours vs. days.

QUOTING PROCESS Requotes are much more consistent.

EFFECTIVENESS Salesforce CPQ not only helps Wrought Washer quote faster, it also helps determine which production line to manufacture on to minimize costs.