



BestCPQ

BestCPQ Offers Middleby Residential A Customized Dealer Portal

Middleby Achieves Faster, More
Accurate Sales



Ranges



Freestanding Grill



Heartland
Refrigeration



Undercounter
Refrigerators



Beverage Centers



La Cornue CornuFé 110



Ovens



Surface Cooking



Outdoor Cooking





COMPANY PROFILE

Middleby Residential is a collection of premier international consumer brands dedicated to manufacturing and distributing many of the best known and loved kitchen appliances and interior furnishings in the world. Their brands include Viking Range, La Cornue, Aga, Lynx Grills, U-Line, Aga Marvel, Grange and Heartland.

LOCATION	<i>Greenwood, Mississippi</i>
EMPLOYEES	<i>1,000 +</i>
INDUSTRY	<i>Manufacturer and Distributor of High-End Kitchen Appliances</i>
ERP & CRM	<i>SYSPRO & Salesforce</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>BestCPQ</i>
GO LIVE DATE	<i>December 2017</i>

CHALLENGE	SOLUTIONS	RESULTS
Middleby Residential needed an accurate, and easy-to-use dealer portal	BestCPQ, the most cost-effective and powerful solution	Dealers can configure their own orders through a portal. Sales and order accuracy have increased
Some dealers may not be able to purchase certain brands for resale; Middleby needed to limit dealers to specific brands	BestCPQ allows Middleby to filter what the dealers can order	Dealers are able to order accurately based on their authorization levels
Middleby needed to give dealers specific price level visibility	BestCPQ enables the dealers to see their specific price or cost level	Order pricing is accurately determined based on dealer authorization

NOTES

- Before acquisition by Middleby, HADCO had a successful distribution of Viking Range appliances on the East Coast. To assist dealers, the **company worked with BestCPQ to set up a special dealer portal so they could place orders for Viking Range offerings.**
- For dealers, Middleby sets up a master account via BestCPQ, with a special sub-category for their specialty brands, such as Viking Range, Lynx Grills, and more. Middleby can **control which specialty brands they are authorized to buy, and they can pull up pricing sheets with their specified contracted pricing, and depending on settings, could include cost or retail cost.**
- **The ease with which BestCPQ handles the ordering and invoicing is seamless for the dealer, and they can easily switch between purchasing accounts.**
- **“The nice thing is we maintain everything in SYSPRO, and then it just automatically is reflected via BestCPQ,”** explained Ron Wilkins, IT Director of Middleby Residential. **“It has definitely cut down on the manpower required to process orders.”**

About BestCPQ



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BestCPQ is a solution for Salesforce users that helps companies produce highly configured quotes based on complex product, pricing and business rules so that sales has everything they need at their fingertips to close bigger deals faster. It is built for organizations with complex products, services and channels that need to get more out of their Salesforce CRM.

The best part is that **BestCPQ** syncs with your ERP. It makes information from your ERP accessible to the right people in sales. That's powerful. It also means that closed and won orders can drive the ERP process flow. No more dual entry. **BestCPQ** is powered by Commercent SYNC to achieve front office and back office integration.

With **BestCPQ**, sales reps and partners have the complex product, pricing and business rules available to them in real time to be able to quickly and accurately configure, price and quote a deal. It directs the activities of reps and partners to achieve stronger business outcomes that increase your top line.

