



KUGAMON

How Kugamon QTC Streamlined Lumilum's
Operations and Enabled Them to Scale with Ease





The Customer



Company	Lumilum, LLC.
Industry	Commercial & Residential LED Lighting
Location	Miami, FL
About	Founded in 2012, Lumilim is a leader in commercial grade, energy efficient LED lighting design, manufacturing and wholesale distribution.
Company Details	Privately held, 11 - 50 employees
Website	www.lumilum.com
	Happy Kugamon customer since 2016



The Key Challenges

- Key functionality missing in Salesforce
- Processes couldn't provide a complete view of their customer journey and buying behavior
- Lumilum struggled to maintain their competitive edge as the business scaled
- Processes required inefficient, manual redundant data entry across multiple disconnected systems
- Too many different business processes across teams
- Previous homegrown quoting system couldn't support growth objectives
- Lumilum couldn't find a native application to suit their small business needs specifically

The Kugamon Quote to Cash Solution

- Native Quotes
- Native Order Management
- Native Billing Management
- Native Invoices
- Native Shipping and Tracking to SFDC
- Zenkraft Shipmate for UPS Integration Support
- Quickbooks Integration



The Benefits With Kugamon

200%

Increase in Quoting Ability

- Gained an **end to end process** in Salesforce
- Gained a **complete 360° view** of the Lumilum customer
- Able to maintain competitive edge and support growth
- Maintaining a lean team as the company scales
- Improved customer engagement resulting in repeat sales and larger accounts
- Gained integration and **automation across entire order Management & Billing processes**
- Successful integrations with other applications have streamlined company-wide operations into single efficient system
- Improved quote speed & accuracy with 90% time savings
- Increased productivity and **improved quoting efficiency by 200%**
- Improved **real-time visibility into revenue recognition**
- Gained a **native application** to support Lumilum's Salesforce requirements and a partner to support Lumilum's business requirements.



Kugamon provides Lumilum with a 360° view of their customer through complete Quote to Cash and e-commerce integration. Led by Lumilum President, Michael Meiser, the company uses Kugamon as a scalable, robust SFDC native solution to support their growth and bring their end to end process into SFDC, gaining complete realtime account visibility and maintaining visibility between Sales and Fulfillment.

Lumilum values quality products, excellent customer support and expedited fulfillment. Their competitive edge rests on being able to provide same day shipping on orders. Early in the growth of the company, Lumilum found that while SFDC has great capabilities, key functionalities were missing. Quoting was a big challenge and the company was heavily reliant on Word, so much so that they would only provide quotes for major projects. They wanted a native solution which would provide complete Quote to Cash so that they could maintain quick turnarounds and deliveries as they grew.

As the President of a small company, Michael was initially impressed by Kugamon's flexibility and responsive support team compared to larger companies where they found it difficult to connect with anyone in particular. As Michael notes, "Bigger is no guarantee that it's better".

Since implementing Kugamon, the quoting process is down to just 2 minutes from 20 minutes, alleviating the bottleneck issues the company struggled with previously. Not only is quoting faster and more efficient, Kugamon has also ensured precision and accuracy of quotes, eliminating any errors with SKUs or quantities. Now, the sales team can provide an accurate quote while a customer is still on the phone, allowing them to review it together which usually converts to an order right away. "We have dispatched things because people need them within the hour", says Michael.

As Lumilum continues to grow, Kugamon has made the on-boarding process extremely painless with little or no learning curve, meaning new

"Before Kugamon, quoting was a mission. We had to do it on Word and could only provide it for big projects. Now, the turnaround is so quick that we can get a quote to a customer while they're still on the phone, which usually converts to an order right away. And there are no mistakes with SKUs or quantities. The entire process of having a conversation with a prospect, getting them an accurate quote, converting that quote to an order, shipping and fulfilling the order and recording payment can now be as fast as half an hour!"

- Michael Meiser, President, Lumilum



staff can hit the ground running and focus on bringing in new business and generating revenue. As Michael says, “Learning our product is the hard part. Learning Kugamon is easy, very straight forward—it’s completely intuitive”.

Staff love that everyone can quickly and easily access the data and reports they need, with many commenting that they much prefer Kugamon to other applications they’ve used previously. Staff productivity has improved significantly now that little or no time-consuming paperwork is involved and the entire Quote to Cash process involves just the touch of a few buttons. This has also allowed Lumilum to maintain a very lean structure as they expand. As Michael notes, “We can do a lot with very few people”.

Lumilum has been able to easily integrate other applications with Kugamon—from UPS to Shopify to Quickbooks—ensuring their desired processes are aligned as they grow. Not only has integrating Kugamon been extremely easy, Kugamon has also been able to develop certain processes specifically to meet Lumilum’s needs.

Running on Kugamon allows Lumilum to automate their entire Quote to Cash process, freeing them up to focus on their core business: meticulously searching the LED market to ensure the highest quality, energy efficient parts for their growing line of products. Kugamon has also helped Lumilum secure larger account and repeat business –and to maintain their competitive edge: fulfilling purchase orders the same day they are received. Now, even the company’s competitors order from Lumilum for the speed they provide!

“It’s something people need to see. It’s an upfront investment but it streamlines your operations immediately. It’s a no brainer really.”

- Michael Meiser, President, Lumilum



“Kugamon was so easy to implement and it has worked beautifully from the start—even more so as time goes by. The support is great and the Kugamon team addresses small business needs that other companies just aren’t interested in. Kugamon has helped us maintain our competitive edge as we scale. Initially we were quoting every other day, now we can do 10-20 quotes a day. The team loves it!”

Michael Meisner, President, Lumilum

