

Extracting Intelligence to Drive Growth

To Continue Their Tradition of Innovation, Wilfley Required a Solution Partner That Knew Their Industry

Denver, Colorado-based pumping systems manufacturer A.R. Wilfley and Sons has been selling its innovative products to markets across the world for nearly 100 years.

Still family-owned, Wilfley delivers more than 12 product lines that serve ammonium, nitrate, cement and aggregate, chemical processes, fertilizer, food, beverage, water, and mining industries.

"We create and sell a niche product, so we go about things differently," says Mark Scott, Sales & Marketing.

Wilfley's tradition of inventiveness, great products and superior service sum up the reasons why they turned from their "generic" sales configuration software to a provider like Intelliquip, an FPX company.

WILFLEY®

"I knew of Intelliquip's products and reputation before we switched to them," says Douglas Segovia, Director of Sales and Marketing. "The depth of their market knowledge is clearly reflected in the power and precision of the tools they offer. They know our business and it shows in their products."

Troy Zellers, Director of Engineering notes that this in-depth experience contributes to the dramatic differences between Intelliquip and more generic software products.



A Need to Solve for Complex Products to Become Faster, Smarter and More Responsive

Wilfley knew it needed a more efficient, productive way to quote their complex products.

Mark Scott explains: "Our former configurator package used a third-party selector to select the pump and generate curves. These functions were completed externally and then brought back into the platform to configure, price and quote. But with Intelliquip, it's all in there, all the engineering data and functions, all easy to maintain and designed specifically for our industry. Intelliquip also custom-built some extra functionality to handle our expellers – a special product for us – and it works great."

The complexity of Wilfley's products seemed a monumental hurdle when working with generic selection and quoting tools.



"Specific to the markets of centrifugal pumps, rotary pumps, positive displacement pumps, blowers, and compressors – appropriate selection demands a great deal of specialized information. It's easy to accurately select when only flow and head must be considered, but it is more difficult when you encounter a multitude of variables and operating conditions," says Zellers.

"Unlike other systems, ninety-five percent of what we would ever need is baked into Intelliquip, and they've given us the opportunity to configure it to match the uniqueness of our products," notes Zellers.

Fast Results from a Solution Purpose-Built for Fluid Handling

Segovia is convinced that Intelliquip has accelerated Wilfley's quoting process and improved overall productivity and accuracy:

"We're definitely more responsive and our quote packages are more professional and complete. With systems as complex as ours, eliminating errors in the front-end can seem unattainable. It's now within our reach."

Running The Business With Data Intelligence

Better Access to Data Means Improved Business and Supply Chain Forecasting

While Wilfley values the entire system, Segovia points out that what he appreciates most is the ability to mine for business intelligence.

"The system captures invaluable information. For the first time, we can easily pinpoint what product lines sell best and in what markets, what distributors close the most sales, what we're missing in terms of requests that we can't meet – it's just an incredible benefit that we're beginning to realize."

Zellers agrees that Intelliquip's Business Intelligence solution opens new dimensions of thinking about their work. "We gather all this intelligence straight from the system. It's more efficient, we don't duplicate data entry, nor do we add paperwork burdens to the sales team."

Segovia and the team at Wilfley concur that Intelliquip's tools enhance customer responsiveness from both inside sales and external distributors.

"They create the most precise real-time quotes and translate into 18 languages as well," he adds. "An end-user doesn't have to be a pump expert. Before, users had to know the pump's physical limits and configuration constraints. Now, almost anyone can put in flow and pressure parameters, make the optimum selection for the duty point and then quickly and accurately configure and price our pumps. It definitely results in far smarter selection and configuration."



Extending Value to Distribution Partners

Grant Mann serves as an Application Engineer for Thurston Machine Inc., Wilfley's master distributor throughout Canada. "It's been a great addition – The amount of information loaded into the system specific to Wilfley pumps is amazing. It's user-friendly, live and dynamic, which is really important in an environment where customers can change their minds on flow rate or head and expect a quick response."

Mann adds, "Intelliquip incorporates all the theories of centrifugal pumps into the process. They definitely stand behind their product."

The appreciation for Wilfley's process, its use cases, products and industry helped Intelliquip to quickly deliver a solution that allowed Wilfley to conduct business on their terms while seeing fast results.

"Intelliquip's work with Wilfley epitomizes our value proposition – achieving the highest functionality and performance for the lowest total cost of ownership," says Trygve Dahl, VP and GM, Fluid Handling Solutions at FPX. "We are dedicated to being the best in the world at providing automated selection, configuration, pricing and quoting solutions for the fluid handling and mechanical equipment industries. Wilfley's experience highlights the significant differences between a generic configurator and our industry-specific technology."

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