

User report

SOMIC packaging



Merlin **CPQ**

Optimize quotation processes with CPQ

# Customized packaging with Merlin CPQ

The individual SOMIC packaging machines are developed in Amerang, Bavaria, for retailers all over the world. As a packaging specialist from the mechanical engineering industry, SOMIC relies on the Merlin CPQ solution for its efficient and transparent quotation process.



For almost 50 years, SOMIC has been developing and producing cardboard outer packaging for the food industry, pharmaceutical companies and many other branches of industry. The 450 employees are experts in the design of highly technical and flexible packaging machines. From the initial investment decision to the seamless operation of the machine, SOMIC embodies versatile solutions and reliability - "Made in Germany".

## Individual solutions for every requirement

In order to make the quotation process, which consists of many individual steps, more efficient, the leading manufacturer of end-of-line packaging machines was looking for a holistic and agile configurator solution. "The entire technical configuration of our packaging systems takes place in the System Engineering department. Especially in the quotation phase, it is therefore essential that sales and engineering work

hand in hand," explains Alexander Riegel, Head of System Configuration at SOMIC. "We see a lot of potential in optimizing this interface with the introduction of a CPQ solution and making it even more efficient."

## The right overall package

Two criteria in particular were instrumental in the decision to invest in the CAS Merlin configurator solution. "On the one hand, Merlin CPQ convinced us with its extensive functions, graphic modeling and diverse design options. The agile and intuitive usability means that no programming knowledge was required and it is really fun to work with the CPQ solution", Alexander Riegel is pleased to say. "Additionally, we really liked the young, dynamic team at CAS Merlin. Right from the start, we had the feeling that the CPQ experts were a good fit for us and our ideas for an equal partnership. This first impression was also confirmed by the committed and goal-oriented cooperation."



## Bundled packaging expertise

The configurator is used to record packaging requirements and to work out packaging solutions. This not only saves time, but also increases the reproducibility of the desired solution.

"Before the introduction of Merlin CPQ, the experience of the employee was key in realizing the production of the machine. With the help of the configurator, we now receive the right functional solution at any time together with transparent cost calculations without deviations", Alexander Riegel emphasizes the advantages in practice.

## Maximum traceability

Furthermore, employees no longer have to deal with the repetitive formatting of Office documents. "With Merlin CPQ, we can directly track how a requirement has evolved and what adjustments have already been made. This gives us the ability to respond directly with a revised solution. In the configurator, we can create an updated machine solution within minutes, characterized by error-free proposal."

## From sketch to model

For every packaging requirement, the specialists at SOMIC create individual solutions according to the customer's wishes. In order for both the SOMIC salesperson and the customer to get a first impression of the machine solution and to be able

to optimally plan the production line, an interface to the existing layout software was implemented. "With the help of this interface, we can create a visual model of the plant based on the technical data from the configuration. This graphic view already corresponds to the specific requirements in terms of size and equipment and gives the customer a comprehensive impression of the individually configured packaging machine", explains Alexander Riegel.

## Conclusion: Desire for more

At SOMIC, the use of Merlin CPQ is constantly evolving. "In order to make the quotation process consistent and prevent media breaks, we are currently implementing Merlin CPQ in our sales department - this also applies to our location in North America", Alexander Riegel explains the current state of affairs.

For several years, SOMIC has also relied on the CRM solution CAS genesisWorld from CAS Software. These synergies will be exploited even more in the future. "We want to capitalize on the potential from the combination of CAS genesisWorld and Merlin CPQ and integrate both solutions firmly into our workflow", reports Alexander Riegel. "This will give us the opportunity, for example, to transfer information from the configuration directly into the customer file and further optimize our internal processes."



» In the configurator, we can create an updated machine solution within minutes, characterized by error-free proposal. «

**Alexander Riegel**

Head of System Configuration

Alexander Riegel advises anyone considering the introduction of a CPQ solution to consider three key aspects:

"First, configurator development and implementation is extremely time-consuming - it cannot be done on the side. As a result, project managers should allocate sufficient capacity and resources to lay the foundation for a successful CPQ project.

Second, it is essential to create a concrete modeling framework at the beginning of modeling that progresses from the general to the specific. This enables the company's current and future requirements for the configurator solution to be checked for feasibility and then comprehensively defined.

And third, it has proven effective to involve selected employees as so-called key users in the development process. We collected feedback from these key users in several practical tests, and subsequently changed the processes and modelling as necessary. Thus, we gained committed supporters at an early stage, whose advantages in terms of know-how proved to be of enormous support when we rolled out the solution across all departments. This is how CPQ implementation succeeds."

#### More testimonials:

<https://www.cas-merlin.de/en/references>

**Find out more now**

Are you interested in quote and contract configuration? We're here to help!



Phone: +49 721 9638-901  
E-mail: [merlin@cas.de](mailto:merlin@cas.de)  
<https://www.cas-merlin.de/en/>



## Merlin CPQ at a glance:

- ✓ **Easy control**  
Product and quote configurator for easy control over your quote and sales processes
- ✓ **Central knowledge base**  
Central pooling of all employee know-how in the configurator software
- ✓ **Intuitive quote generation**  
Easy and intuitive quote generation creating error-free quotes
- ✓ **Quick response time**  
Enabling quick reaction time to individual requests

