

Bennington Marine

Case Study




BENNINGTON

Bennington Marine

Overview

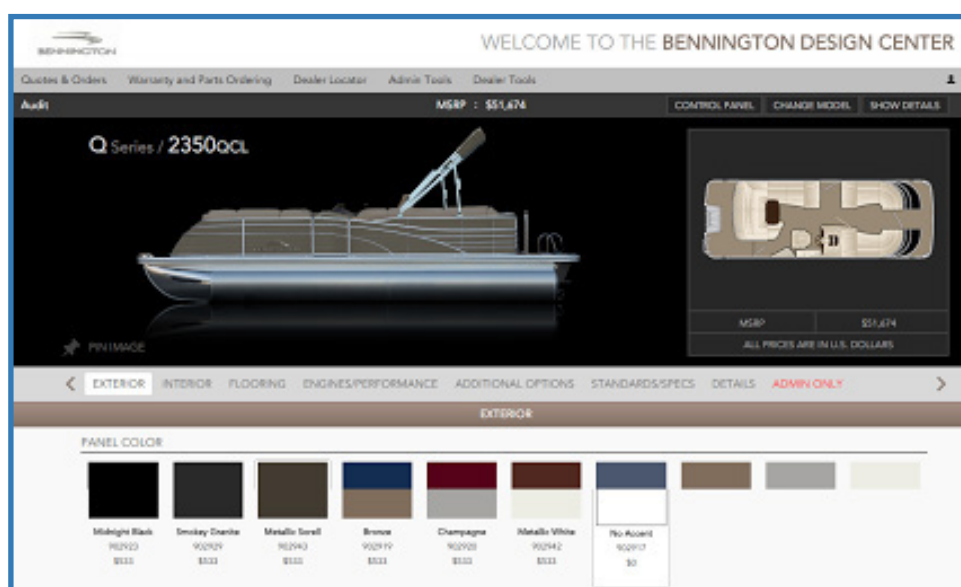
Bennington Marine, the leading manufacturer of Pontoon Boats sought out to redesign its dealer and retail processes and tools and integrate their systems into one unified platform in order to enhance its operations with dealers and interact with retailers.

Bennington began searching for a better solution in late 2014, after seeing their dealer and retail systems divided by multiple platforms. Verenia was chosen as they saw great flexibility in its CPQ and eCommerce capabilities through Eos CPQ.

Solution

Verenia's flagship product Eos CPQ offered a multitude of benefits to Bennington Marine. Through implementation of the Eos CPQ platform, Bennington was able to offer their dealers and retailers a top of the line, all-in-one system.

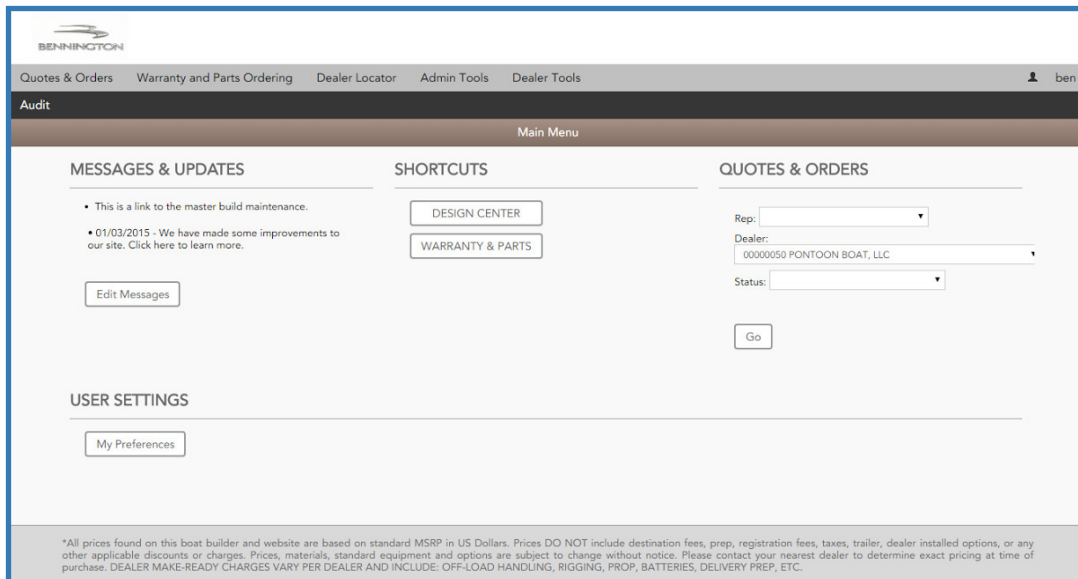
Bennington Marine's new solution brings together three major categories: CPQ and Product Configuration, eCommerce & Self Help.



CPQ and Product Configuration

Eos CPQ's powerful and flexible bottoms up rules engine makes it possible to only permit a pontoon configuration where all parts and accessories work seamlessly together, creating 100% accurate quotes and orders. This solution eliminates the rework of misaligned and inaccurate boat models and options, and removes the delays in getting orders to dealers and customers.

Eos CPQ streamlines the sales process with a flexible level of speed and accuracy that creates a user experience unlike any other.



The screenshot displays the Bennington Eos CPQ web application interface. At the top, the Bennington logo is on the left, and navigation links for "Quotes & Orders", "Warranty and Parts Ordering", "Dealer Locator", "Admin Tools", and "Dealer Tools" are on the right. A user profile icon labeled "ben" is also present. Below the navigation bar is an "Audit" section. The main content area is divided into three columns: "MESSAGES & UPDATES" on the left, "SHORTCUTS" in the center, and "QUOTES & ORDERS" on the right. The "MESSAGES & UPDATES" column contains two bullet points about maintenance and site improvements, with an "Edit Messages" button below. The "SHORTCUTS" column features two buttons: "DESIGN CENTER" and "WARRANTY & PARTS". The "QUOTES & ORDERS" column includes a form with fields for "Rep:" (a dropdown), "Dealer:" (a dropdown menu showing "00000050 PONTOON BOAT, LLC"), and "Status:" (a dropdown), followed by a "Go" button. Below these columns is a "USER SETTINGS" section with a "My Preferences" button. At the bottom of the page, a small disclaimer states: "All prices found on this boat builder and website are based on standard MSRP in US Dollars. Prices DO NOT include destination fees, prep, registration fees, taxes, trailer, dealer installed options, or any other applicable discounts or charges. Prices, materials, standard equipment and options are subject to change without notice. Please contact your nearest dealer to determine exact pricing at time of purchase. DEALER MAKE-READY CHARGES VARY PER DEALER AND INCLUDE: OFF-LOAD HANDLING, RIGGING, PROP, BATTERIES, DELIVERY PREP, ETC."

eCommerce

Eos CPQ enables dealers and retailers to create sales quotes that are not only accurate, but efficiently processed through guided selling validations processes.

Bennington's retailers and dealers have access to a unified, single source platform that they did not have with their previous solution, unifying three different platforms into one, robust system through Eos CPQ.

In terms of UX and UI, the responsiveness of the new system uses cloud technology to give users the ability to build quotes and orders from any browser, any where, on any device, at any time. Because of Eos CPQ's flexibility, the Bennington branding is seen throughout their solution, which gives users the sense of never leaving the Bennington Marine website.

Self Help

Bennington Marine found that many of their efforts were answering simple questions and inquiries that customers and dealers wanted to be able to track themselves. Along with giving Bennington a solution that has configuration and eCommerce capabilities, the Eos CPQ platform also helped to greatly strengthen their web presence through a Self Help Portal for customers looking to get answers to their inquiries with the click of a few buttons. The Self Help portal helps Bennington Dealers and Customers to:

- | | |
|---------------------|--------------------------------|
| • Track orders | • View and pay invoices |
| • View inventory | • Approve quotes and estimates |
| • See order history | • Validate items are available |

Conclusion

The result has astounded and impressed dealers and customers alike. As of January 2016, over 700 dealers and 5,000 customers have been using their solution while processing over \$500M in business. Verenia sought out to create a single-source solution that would solidify Bennington Marine as a leader in its industry for years to come, through the cloud technology and innovation that the Eos CPQ platform is known for.

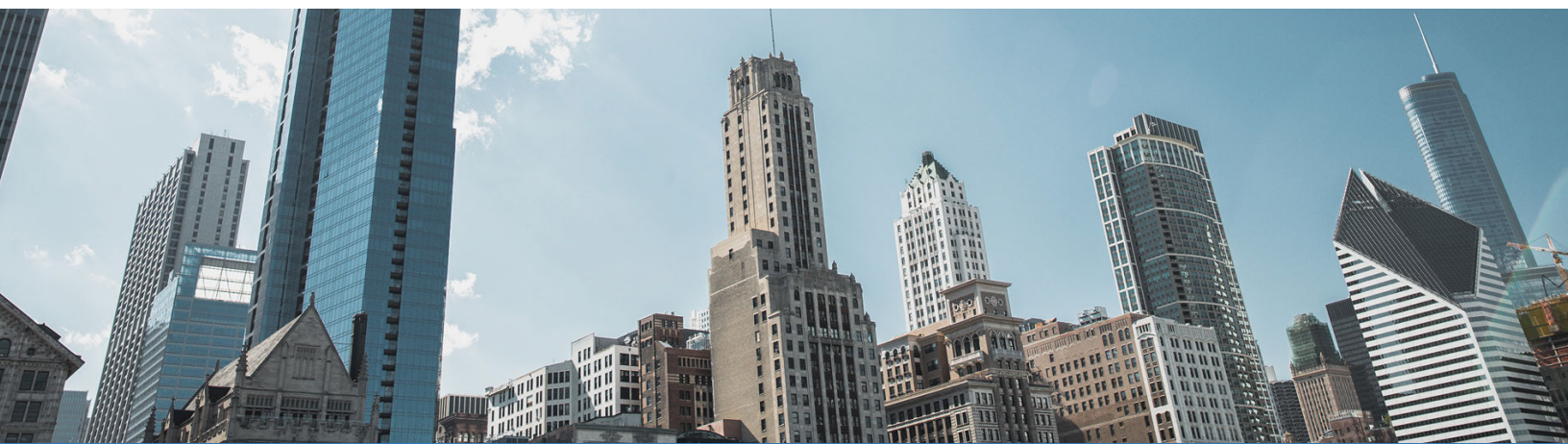
About Verenia

Verenia provides organizations with leading Cloud, CPQ (Configure Price Quote) order management and eCommerce software solutions that are not only tailored specifically for the organization but are flexible and easy to implement while integrating into existing ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) platforms.

Eos CPQ was designed to create error free and professional sales quotes and orders for customized products and services accurately on any device, from any where, any time.

Eos CPQ offers unlimited benefits and is capable of supporting the creation of unlimited custom business solutions on the web with its Eos Apps Module. It goes above and beyond CPQ sales and configuration and its all-in-one unified cloud platform.

Many successful, innovative organizations use and rely on Eos CPQ, the cloud CPQ platform redefining industries worldwide, including Freedman Seating, KZ-RV, Elliott Tool Technologies.



For more information and to request a demo of Eos CPQ visit www.peoplesenserp.com.