



## Quaker Window Products Company, Inc.

Quaker Window Products Company (Quaker-[www.quakerwindows.com](http://www.quakerwindows.com)) has been a leader in the window and door industry for over 50 years. Today, Quaker is a diversified window manufacturer, with a range of products that includes wood and vinyl residential windows and doors for replacement and new construction markets, as well as aluminum windows and doors for commercial and residential markets. Quaker is known across the Midwest and South for manufacturing top quality windows and doors at competitive prices.

Quaker's corporate offices and manufacturing facilities are located in Freeburg, Missouri. With over 8 acres of manufacturing space and 450 employees, Quaker is one of the largest manufacturers in central Missouri.



"Providing our dealers with on-line quote, order, and status capabilities is a key to continuing our steady growth in sales."

Kevin Blansett  
Quaker CFO and IT Manager

### Quaker Goals:

- Fuel continued sales growth by significantly improving the quote process and bid document quality; provide dealers with the option for 24x7 self-service quoting, bid creation, order entry, and order status inquiry
- Enable on-the-fly generation of 3D models for immediate visual confirmation of configured products, then generation of configuration-specific thumbnail images for documents.
- Streamline internal processes and reduce training requirements to support continued growth without equivalent growth in staff.

### BuyDesign<sup>®</sup> capabilities:

- *BuyDesign Configurator* configuration engine and product modeling studio.
- *BuyDesign Channel Sales* web-based sales and service system.
- *BuyDesign Integrator* standards-based enterprise application integration (EAI) toolset
- TDCI services to develop a phased launch process and special solution features.

### Results to date:

- 100% of quotes now produced using BuyDesign (branded "Q-One" by Quaker); 40% done on a self-service basis by dealers. Customer Service load reduced accordingly.
- Quotes and bid documents are now produced in minutes vs. a day or more in the past; bid document quality significantly improved.
- New dealers up and running with self-service quoting after just a 45 minute web-based training session; new CSRs now fully capable in a couple days vs. six months in the past.
- Order accuracy extremely high due to configurator-driven process combined with dimensionally correct images on screen and all bid, manufacturing and shipping documents.
- In a 2007 survey of vinyl window and door dealers, Quaker Windows was rated in the top 3 of 200 brands nation-wide in 8 of 20 product and service performance categories.



## Challenge

With sales growing at a steady pace, Quaker executives knew the company had the quality products needed to compete with other well-known national brands. But they also knew that they needed to provide excellent service to their growing network of dealers, and that they needed to streamline or automate a number of internal processes if they wanted to continue their growth without the need to add proportionate additional manpower for functions such as sales engineering, customer service, and IT.

Quaker wanted to take advantage of the Internet to provide dealers with 24x7 self-service capabilities for configuring custom products, generating quotes, formatting bid documents, turning accepted bids into orders, and checking the status of open orders. "Talking with our dealers, we knew that if we could make it intuitive and fast, many of them would welcome the opportunity to develop their own product configurations and quotes," states Chris Dickneite, Quaker VP of Sales. "If we could provide that capability to them, the great thing would be that it would also free up time in our own customer service department that we could use to provide even better service."

Quaker also wanted to automate the generation of dimensionally correct models and images for both single and combination units. Ideally, the models would be generated on-the-fly for immediate visual confirmation of configurations. Thumbnail images would be included on bid documents, in manufacturing shop packets, and on shipping documents for product verification purposes throughout the order-to-delivery cycle. This would free up valuable engineering resources while helping to ensure order accuracy.

### Why TDCI's BuyDesign®?

Quaker evaluated several alternatives before selecting TDCI and BuyDesign. Executives initially considered replacing the company's entire information system with a solution that claimed to support windows and doors, but found when they looked closely that it did not have the power to do the multi-level configurations that would be needed to effectively handle the range of products, features, and options in the Quaker product line. Nor was it able to automate the generation of the desired models and drawings. The team also looked at stand-alone dealer systems that seemed to offer easy configuration, but were not capable of generating all of the information needed to fully illustrate or make the products.

With BuyDesign, the team saw a solution and a partner that could help them realize their vision – and do it without the need to replace their back-end business and manufacturing systems. Quaker ultimately chose the BuyDesign sales and configuration solution from TDCI because:

- *BuyDesign* provided the configuration, quoting, ordering, and inquiry capabilities Quaker was looking for in a single system that could be used by both dealers and internal sales people.
- TDCI demonstrated the ability to dynamically generate configuration-specific models, images, and drawings; handling difficult issues like mulled combination units.
- *BuyDesign* gave Quaker a practical way to integrate the new sales system into their systems environment and avoid the need to replace their existing back-end applications

## Results

Branded as "Q-One", BuyDesign is now used for all quoting and ordering, with a large and growing percentage being done on a self-service basis by dealers. Dealers are also able to convert quotes to orders and check order status online 24x7. Orders flow automatically from BuyDesign into Quaker's ERP system.

The Customer Service load has been significantly reduced by the improved tools and increase in dealer self-service. The time required to do quotes is a fraction of the time it was before, while bid documents are improved. Dimensionally correct models are generated during the quoting process and thumbnail images are included on all order and manufacturing documents. Training time for new dealers is less than an hour and new CSRs are now productive in days vs. months.

"Providing our dealers with on-line quote, order, and status capabilities is a key to continuing our steady growth in sales," states Kevin Blansett, Quaker CFO. "We selected BuyDesign because it's the most advanced solution available for on-line sales of custom windows and doors. In addition to its configuration capabilities, BuyDesign's ability to generate 3D models for mulled combination units is a feature that sets the TDCI solution apart from the others we've seen."

A dealer that has been using Q-One for several months is Creative Windows and Doors in Ridgeland, Mississippi. "We like the fact that the Quaker system is on-line," said Bill Presley, Creative Windows and Doors Sales Representative. "Unlike CD-based systems where we need to apply updates from the manufacturer, we know the Quaker information is always up to date. We also like having the product image as part of the quote. We do a lot of bids with a large number of custom windows and it's very useful to have dimensionally-correct images along with the specs when we're double-checking the quote."

"Besides making everything easier for our dealers and sales people, BuyDesign is having a very positive impact internally," adds Blansett. "For instance, by automating the generation of product drawings, we are eliminating the time previously required of our engineers. This reduces our overall product lead time while freeing up valuable resources for more product innovation."