



Customer Profile

Great Plains increases sales and improves operations with Infor Sales Portal and Product Configurator



Facts at a glance

Product: Infor® Sales Portal,
Infor Product Configurator

Industry: Equipment

Country: United States

“We couldn’t be happier with Infor Product Configuration Management. Besides allowing us to handle significant sales growth without adding resources, it has helped us move to the next level of professionalism in our selling process.”

—Tom Evans, vice president of sales,
Great Plains Manufacturing

About the company

Founded in 1976, Great Plains Manufacturing (Great Plains) is one of America’s leading privately owned producers of farm and landscaping equipment. The company designs, manufactures, and sells a wide range of models, including agricultural planting, spraying, and cultivating machinery. Separate divisions provide landscaping products, equipment financing and related trucking services. Headquartered in Salina, Kansas, Great Plains has more than 1,500 employees and uses a global network of 2,600 dealers located in more than 50 countries. To learn more, visit www.greatplainsmfg.com.

Challenges

- Differentiate the Great Plains brand within the global dealer network.
- Rapidly grow sales volume without adding sales or customer service resources.
- Create high-quality quotes using mobile devices.
- Make the quotation process simple and consistent while providing sufficient flexibility to easily accommodate new product options and evaluate equipment being traded in.
- Increase sales by giving dealers a clear look at prevailing incentives and promotions.

Benefits

- Strengthened the Great Plains equipment brand against competing brands.
- Increased sales volume 5x with no additional resources.
- Eliminated errors and delays in orders and quotes with a standardized, fully electronic quote system available at any location.
- Reduced the average quote-to-order elapsed time by a minimum of 50%.
- Empowered sales teams and the global dealer network to quote new product options within minutes of release.
- Provided dealers with a consolidated view of all current incentives and an automatic display of anticipated profits for each quote generated.

“We were thrilled with the overwhelming enthusiasm of our dealers, as well as the order processing efficiencies we’ve realized from the deployment of Infor Sales Portal.”

—Tom Evans, vice president of sales,
Great Plains Manufacturing

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