



## 3D Product Configurator Transforms Dynamic Fitness' Ordering Experience

Powered by Powertrak's fully-interactive, drag-and-drop 3D Visual Product Configurator

### Overview

Company Dynamic Fitness & Strength  
Industry Fitness and Strength  
Equipment Manufacturing  
HQ Office Eau Claire, Wisconsin

### Company Profile

Dynamic Fitness designs, manufactures, and sells strength products and storage systems designed specifically for the strength, fitness, and wellness industries.

At its 252,000 square feet of state-of-the-art facility, the company designs, tests, manufactures, and uses techniques focused on providing commercial grade fitness equipment and being the low cost producer.

### Challenges

- Simplify quoting, ordering and configurations.
- Speed the design, manufacturing, and delivery process.
- Needed a quoting and ordering solution with 3D visualization improve the ordering experience for its buyers (customers and dealers).

### Solutions

- Powertrak Partner Portal
- Powertrak CPQ (3D Configurator)
- Microsoft Dynamics CRM and GP

### Benefits

- Provides an interactive, self-service ordering solution to its buyers.
- Buyers can rapidly and accurately configure, quote and order make-to-order rig and racks without the need for extensive product knowledge.
- Mobility. Custom-design strength equipment, facilities and rooms anywhere in the world, on any device.
- Provides a more reliable, closed-loop process to deliver accurate, custom, and real-time information.

**Fitness and Strength Equipment Manufacturer transforms the quoting and ordering experience by adding a 3D visual configuration solution for buyers to custom design, visualize, and buy its modular fitness and strength, RIG and RACK systems.**

### Overview

Dynamic Fitness & Strength is a rapidly growing supplier of custom and personalized strength and fitness equipment. With twenty years of experience and a 252,000 square foot state-of-the-art facility, the company designs, manufactures, and sells strength products and storage systems designed specifically for the healthcare and wellness industry, clubs, high schools, and colleges and universities.

To strengthen its commitment to dealers and customers, Dynamic Fitness & Strength sought to redefine the quoting and ordering experience. The company needed an intimate, accurate, and intuitive quoting and ordering solution for its buyers to custom design, visualize, and order its fitness and strength, RIG and RACK systems.

### Situation

"Servicing the fitness, strength, and wellness industries can be difficult," says Guy Brown, sales and product development director at Dynamic Fitness & Strength. "The challenges come from gaps between various vertical market needs, satisfying budget and space constraints, and supporting services provided by multiple marketing and distribution channels."

"Our mission is to provide the highest quality and competitively priced products and service," says Curt Tambornino, executive director at Dynamic Fitness & Strength. "To do that, our team sought out a streamlined quoting and ordering process, which enables our customers and dealers to interactively custom-design and buy our products immediately, without waiting days or weeks for design, manufacturing, and delivery."

The rapidly growing supplier of custom and personalized strength and fitness equipment preferred Axonom's cloud-based quoting and ordering solution, with seamless integration into Microsoft Dynamics CRM on the front-end and Microsoft Dynamics GP on the back-end.

"Seamless technology and process integration provides everyone with a more reliable, closed-loop process to deliver accurate, custom, and real-time information," says Sam Soper, information officer at Dynamic Fitness & Strength.



Custom-design racks by adding attachments

“Powertrak is the most tightly integrated, interactive, and visually-driven CPQ solution we’ve found.”

**Sam Soper**  
*Information Officer at Dynamic Fitness*

“We’re giving dealers and customers an intimate customer experience, through an easy-to-use sales ordering fulfillment process.”

**Guy Brown**  
*Product Development at Dynamic Fitness*

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“Our value-added services deliver accurate and timely information throughout the entire sales order fulfillment process. Adding Powertrak 3D Product Configurator allows us to take the customer value-added service to a new level.”

**Curt Tambornino**  
*Executive Director at Dynamic Fitness*

“Success for our customers is our focus, and the development of the all-in-one, 3D product configurator will enable Dynamic Fitness & Strength to distinguish themselves as the “go-to” company to do business with.”

**Mike Belongie**  
*Chief Operating Officer at Axonom*



**Solution**

Dynamic Fitness & Strength selected Powertrak’s advanced configure-price-quote and portal, designed for manufacturers that sell make-to-order, assemble-to-order, and configure-to-order products through a channel. “Powertrak is the most tightly integrated, interactive, and visually-driven CPQ solution we’ve found,” says Soper.

With the selection of Powertrak 3D Product Configurator and Partner Portal, Dynamic Fitness & Strength is in position to redefine the ordering experience for the fitness and strength industries. “What we’re creating is long overdue. We’re giving dealers and customers an intimate customer experience, through an easy-to-use sales ordering fulfillment process,” says Brown.

**Benefits**

Browsing from anywhere in the world, on any Internet-enabled device, Dynamic Fitness & Strength’s internal sales reps, external dealer network, and customers have a solution to visually and interactively custom-design single rooms to entire facilities with Dynamic’s modular RIG and RACK products and accessories.

“We’re a new company using tightly integrated processes to bring manufacturing, sales, and service back to the United States. We are in constant pursuit of man, method, and machine PERFECTION, just like the fitness and strength industries we serve,” says Tambornino.

“Success for our customers is our focus, and the development of the all-in-one, 3D configurator will enable companies like Dynamic Fitness & Strength to distinguish themselves as the “go-to” company to do business with, throughout the fitness, strength and wellness industries.” says Mike Belongie, COO at Axonom.

Tambornino concludes, “Our value-added services deliver accurate and timely information throughout the entire sales order fulfillment process. Adding Powertrak 3D Product Configurator allows us to take the customer value-added service to a completely new level.”



6462 City West Parkway, Suite 200, Minneapolis, MN 55344  
 888-814-2880 | 952-653-0404 | www.axonom.com

**About Axonom**

Axonom is an independent software vendor that develops, designs, and markets Powertrak, the innovative B2B revenue management suite for global high-tech and manufacturing organizations.

Powertrak gives each user in every department one sure path to efficiently service, support and extend the customer experience.