



Redefining The Customer 'Buying Experience' With Powertrak

Powered by Powertrak's fully-interactive, drag-and-drop 2D Visual Product Configurator

Overview

Company	Middle Atlantic Products
Parent	Legrand
Industry	Manufacturing
HQ Office	Fairfield, New Jersey
Established	1979

Company Profile

Middle Atlantic Products is part of the Commercial AV division of Legrand, North America, and has manufactured exceptional support and protection products to mount integrated AV systems in Residential, Commercial, Broadcast, and Security applications.

All of our products are designed and engineered in the US to maximize system reliability and to meet the needs of installers; from thermal considerations and built-in cable management, to pre-installed washers on our rack screws, we build in ways to save time and simplify the job.

Challenges

- Legacy apps were not user friendly, outdated, required downloads, and stand-alone.
- Needed an interactive configurator with 2D and 3D visualization to improve the ordering experience for its buyers (customers and partners).

Solutions

- Powertrak Partner Portal
- Powertrak CPQ (2D/3D Configurator)
- Salesforce.com

Benefits

- Provides an interactive, self-service ordering solution to its buyers.
- Buyers can rapidly and accurately configure, quote and order make-to-order racks without the need for extensive product knowledge.
- Mobility. Custom-design a rack from anywhere in the world, on any device.

Racks and enclosures manufacturer, Middle Atlantic Products, searches and selects an interactive, visual product configurator to improve the buying experience for its large base of channel partners and customers.

Overview

Part of the Commercial AV division of Legrand, North America, Middle Atlantic Products manufactures racks and other infrastructure products used to protect and support integrated AV systems in residential, commercial, broadcast, and security applications.

Middle Atlantic Products decided to replace its legacy product quoting and ordering applications to strengthen its commitment to improving the 'user experience' for its large base of channel partners and customers.

Situation

Middle Atlantic Products sought to replace its two separate configuration tools for a scalable, cloud-based configure-price-quote (CPQ) and portal solution with Salesforce.com integration. The company found its legacy configuration applications were outdated, stand-alone, required downloads, and the user experience less productive.

Seeking to improve inefficiencies while avoiding a resource draining path of custom development, Middle Atlantic Products conducted a multi-year, extensive evaluation for a flexible and robust SaaS CPQ solution that combines complex guided configurations with 2D and 3D visualization for spatial product orientation and positioning - all in a single tool.

"When we decided to replace our quoting and design apps, we placed a major emphasis on how to improve the user experience," said Dan Tarkoff, Vice President of Sales at Middle Atlantic Products, Inc. "Our next CPQ solution had to incorporate enhanced visualization, interactivity, mobility, and a user-friendly, intuitive interface."

The Solution

The company turned to Axonom for its advanced Powertrak CPQ and Portal solution for Salesforce.com.

"Our evaluation team interviewed a number of configurator vendors but found that Axonom had a platform that would transform our digital catalog into a highly interactive selling tool," said Tarkoff.

Powertrak CPQ enriches the sales quoting and ordering experience for businesses that sell make-to-order, assemble-to-order, and configure-to-order products.

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VP Sales at Middle Atlantic Products

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“With Powertrak, our partners and customers now have a complete solution to rapidly and accurately configure, quote and order make-to-order racks without the need for extensive product knowledge.”

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“There’s no better way to enrich the ordering experience than to provide buyers with a comprehensive solution to custom-design a rack or enclosure from anywhere in the world, on any device.”

Mike Belongie
COO at Axonom

“There’s no better way to enrich the ordering experience than to provide customers and partners with a comprehensive solution to custom-design a rack or enclosure from anywhere in the world, on any device,” said Mike Belongie, COO at Axonom.

Middle Atlantic Products’ customers and partners can now build their own rack by dragging-and-dropping BOM components (power, shelves, drawers) into the interactive 2D visual rendering, then freely reposition those components, monitor pricing, and change viewing angles for complete satisfaction prior to purchase – all in real-time.

Benefits

Powertrak helps Middle Atlantic Products manage its quote-to-cash cycle, streamline partner and customer interactions and transactions, and provide a superior ordering and configuration experience for its global buyers.

From anywhere in the world with internet access, on any browser-enabled device, Middle Atlantic Products’ loyal customers and partners can custom-design, quote and order a rack or enclosure with AV equipment, power, cooling, and cable management components.

Tarkoff concludes, “With Powertrak, our partners and customers now have a complete solution to rapidly and accurately configure, quote and order make-to-order racks without the need for extensive product knowledge.”

Let’s Get Started

Call us at 888-814-2880 or email sales@axonom.com to set up a personal consultation. We’ll review your current setup and see how Powertrak CPQ for guided selling or an interactive 2D/3D Product Configurator can help your customers and partners achieve a superior buying experience.



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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.