




***Company Overview***



More than 800 businesses and thousands of end users worldwide rely on Experlogix daily for quote and order automation. Since 1997, we have grown steadily by excelling at two fundamental principles: provide simple-to-use yet powerful configurator technology and back it with knowledgeable, responsive customer

***Quote it Fast. Sell it Right.™***

## **Experience a comprehensive configurator software solution that helps people sell faster and smarter.**

When you invest in an Experlogix Configurator solution, you advance your business with a comprehensive and proven quote and order automation system. We leverage Microsoft SQL Server and .NET technologies to offer a powerful and easily supportable application that can be implemented on time and on budget. As your business changes, Experlogix can evolve as well, scaling and adapting to meet new demands and increased competition.

Experlogix features an intuitive configuration environment that turns even novice users into product customization experts. As you configure a product (or service), the system guides you via color-coded displays and pop-up messages. It even makes suggestions and fixes problems, all according to rules that you have defined. Graphics and technical product data can be called up at the touch of a button. With Experlogix's powerful product modeling architecture, a solution for virtually any configuration scenario imaginable can be easily designed and implemented.

Flexible enough to support the unique needs of industries such as heavy equipment, high technology, software, professional services, and publishing, Experlogix Configurators are cost-effective and simple to use tools for rapidly improving sales and manufacturing performance.







## Flexible User Interfaces

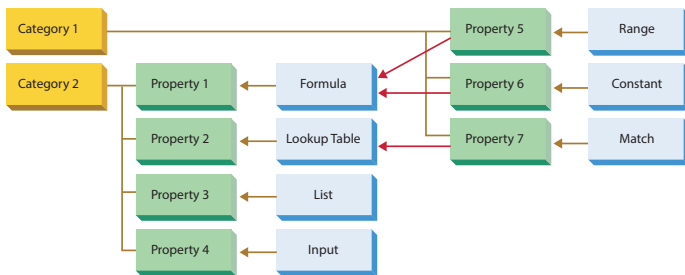
The Experlogix user interface can be tailored to appear as a simple question and answer worksheet, a full guided selling solution, or anything in between – all without programming. Our page designer provides a rich toolbox of user interface elements, including:

- » Definable color schemes
- » Pre-defined page layout libraries
- » Pop up messages for real-time rules validation feedback
- » Drop-down lists
- » Check Boxes and Radio Buttons
- » Text input fields
- » Calendar controls
- » Hyperlinks
- » Product images and datasheets



## Intuitive Product Modeling

Experlogix models the structure of your products using industry standard structures and terminology, such as Series, Models, Categories, and Options. The ability to further define an unlimited set of parametric properties (length, width, weight, etc.) allows you to describe your products in a very natural manner, and to easily develop the logic you need to customize and price each configuration correctly.



## Advanced Rules Engine

Experlogix features a powerful, "point-and-click" visual rule designer. Each rule consists of a premise, which can be any arbitrarily complex evaluation of the current configuration's selected options and property values, and a conclusion, which specifies the type of action the system should take when the premise becomes true. Rule types include Allows, Excludes, Requires, Link, Suggest, Error, Message, and Is a (Definition). Actions can include displaying help messages to the user, suggesting



additional options, automatically modifying the configuration, highlighting error conditions, etc.

A simple example is a rule that compares the output torque rating of an engine to the input capacity of the transmission, and automatically upgrades the transmission when its capacity is exceeded. The compatibility engine uses Artificial Intelligence techniques to immediately identify and activate all applicable rules at any point in the configuration process. It can easily handle complex product definitions containing thousands of properties, options and rules.

## Manufacturing Automation

Experlogix combines with ERP systems to form a dynamic engineering and product management system, automating the construction of multi-level BOMs, costing and routing information and calculating set-up and run times while dramatically cutting manufacturing lead times. Large libraries of pre-built or one-off BOMs become unnecessary, freeing your product engineers to pursue more valuable or creative pursuits.



## Simple Yet Powerful Design Tools

The Experlogix Design Center is your access point to the suite of tools used in product modeling and logic definition. Our Integration Toolkit provides simple point and click data mapping between the configurator and leading CRM and ERP systems.





“The savings in order entry alone are substantial. It used to take us an average of five minutes to record an order. Today, with the Experlogix Configurator, it’s closer to 60 seconds, saving more than 1,250 hours of labor each year.”

**Robert Vleeschhouwer**  
General Manager, Information Technology  
Mitsubishi Caterpillar Forklift Europe

## A Configurator Solution with Industry Experience Onboard

Experlogix delivers comprehensive, flexible configurator software that can be uniquely tailored to specific industry requirements right out-of-the-box. With people and software that collectively represent many years of industry experience, we provide proven configurator solutions that address the unique processes and requirements of our customers in a wide range of markets.

Here are a few of the many industries Experlogix serves:

- » Apparel
- » Computer Hardware
- » Custom Cabinetry
- » Doors & Windows
- » Food & Beverage
- » Furniture
- » Heavy Equipment
- » High Technology & Electronics
- » Material Handling
- » Manufacturing
- » Medical Devices
- » Printing & Publishing
- » Professional Services
- » Scientific Equipment
- » Software
- » Telecommunications

## Proven Implementation Methodology

Developed and proven over hundreds of customer deployments, Experlogix's implementation methodology consistently results in projects that are delivered on time and on budget, wherever they are in the world. Our experienced team guides you and your company through a complete process that begins with an in-depth analysis of your business requirements, and finishes with a thorough knowledge transfer, enabling your company to adjust to changing business requirements quickly.

## Our Philosophy

Do one thing really well. Experlogix is focused on developing best-in-class product configurator software, something we have done since 1997. By centering our attention on one product, we have been able to provide a powerful yet simple-to-use, scalable configurator with an interface that is clear and intuitive, resulting in the best user experience possible.

Provide superior customer service. While many companies claim to put their customers first, few are able to deliver. We realize your software investment includes the people behind the software. You'll find us to be knowledgeable, cheerful and responsive. As one of our long-time customers puts it: "Experlogix provides the level of service that every company should aspire to."

Keep powerful friends. Experlogix pursues best of breed technology partnerships to provide a fast, accurate, reliable configurator experience that can be accessed anywhere, anytime. Our strong alliances with Microsoft, SAP and Infor - the world's leading business software organizations - ensure your Experlogix investment will continue to integrate seamlessly with your business systems.

Visit us at [experlogix.com](http://experlogix.com)



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