

FOR IMMEDIATE RELEASE

LiquidPixels and Experlogix help Malibu Boats Float Above the Rest

[LiquidPixels, Inc.](#) partners with [Experlogix](#) to enhance their configure, price, quote (CPQ) solution with on-demand dynamic imagery and take Malibu Boats end user experience to the next level.

ROCHESTER – June 14, 2016 – Experlogix has enabled Malibu Boats dealers to create their own custom boats powered by LiquidPixels dynamic imaging solutions.

[LiquidPixels LiquiFire Operating System \(OS\)](#) is an enterprise-class solution set to offer true on-demand dynamic imaging for all applications, meaning that an image is not generated until the instant it is requested. The collaboration between LiquidPixels and Experlogix benefits customers such as Malibu Boats who want to bring extraordinary customization to their customers.

For [Malibu Boats](#) and similar companies, having their customers see the exact image based on their custom requests is key to online sales. Choose your boat color, or model, and see an actual image of what you'd like to purchase and the cost associated with the customization is part of ensuring a premium dealer experience.

The complexity of our boats changes from model to model – and order to order,” says Greg Casteel, Senior Business Systems and Process Analyst, Malibu Boats. “The Experlogix rules engine makes it possible to create rules where only permissible order configurations can be developed. And I can see the changes dynamically with LiquidPixels OS. One of the biggest benefits of the combined system is that dealers can be sitting on the showroom floor with a laptop, or at a boat show with a tablet and configure an order. That flexibility is huge.”

Experlogix seamlessly integrates CRM, ERP and CPQ (Configure, Price, Quote) systems so that a person can mix and match different components to generate an image and cost associated with their desired customizations. Experlogix's best in class solutions comprise industry-leading full cycle quote and order automation.

Within the configurator environment, users benefit from real-time guidance and validation according to customizable rules and formulas, which can now also control a dynamically generated image.



For instance, the Experlogix CPQ solution can automatically apply colors to a product rendering based on customer preferences stored within a host CRM or ERP system, or prevent incompatible finishes from being selected based on which materials a user has chosen. LiquidPixels LiquiFire OS is incorporated to establish the dynamic imaging capabilities. With extensive end-user input, LiquiFire OS powers configuration environments seamless across devices and platforms, and will render images in production-ready formations (including scalable vector graphics).

About Experlogix

Experlogix is a premier provider of Configure, Price, Quote (CPQ) technology, specializing in fully integrated quote and order automation solutions for Microsoft Dynamics ERP and CRM. Experlogix delivers the scalability and flexibility needed to handle virtually any CPQ requirement at a low total cost of ownership. Formed in 1997, it partners with more than 450 VARs across North and South America, EMEA and Asia Pacific. More than 900 companies worldwide in a variety of industries rely on Experlogix. For more information, visit www.experlogix.com.

About LiquidPixels, Inc.

LiquidPixels is leading the imaging revolution. Built on open standards, its LiquiFire dynamic imaging solutions integrate into existing Web and workflow environments, enhancing product creation and visualization while reducing production costs. LiquidPixels makes its patented technology available as a cloud service or via on-site enterprise servers with solutions that may be tailored to each customer's unique needs. For more information, visit www.liquidpixels.com.

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