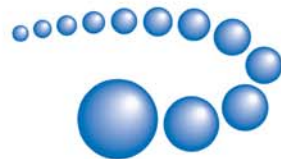




Web-Based Product Configurator



Software to help you easily design, sell, and produce variations on your products



Configure One



Expands Your Possibilities

Manufactured Products Using Traditional Order Flow

To take advantage of opportunities to increase sales, it's only natural for companies to increase the number of product variations they make over time, adding an assortment of options and allowing for greater customization all in an effort to be more market-driven and customer-responsive.

While this increased selection may prove to be appealing to customers, it can dramatically complicate things back at the plant where all of those "unique" orders must be produced. For such companies, trying to produce configurable products using the same procedures developed for standard products can be a continuing source of problems.

The traditional path for an order with options or special handling needs requires up-front consultation, engineering involvement, back-and-forth discussions, special pricing, unique documentation, approvals, and clarifications before the customer and manufacturer can make a sound decision on whether to proceed or to pursue other options. The process can take several days, weeks, or even months for some types of products.



Manufactured Products Using *Concept*[™]

Fortunately, there is a better alternative. It's called **Concept**, Configure One's web-based product configurator that dramatically reduces the time it takes to go from a customer's initial request for a quote to when the product is actually shipped. By streamlining and automating much of the pre-manufacturing process, **Concept** helps users reduce their order-shipping cycle from months to weeks, weeks to hours, and even hours to minutes. **Concept** offers increased functionality at every step of the way. It makes gathering information easier for sales. It takes the guesswork out of orders sent to engineering. Estimating has everything they need ... including automatic pricing if desired. Manufacturing gets the bill of material and any drawings they need without delay. As a result, product completions are easier to forecast, delivery can be scheduled more accurately, rework is eliminated, and customer satisfaction levels are increased.

Part of what makes **Concept** so universally appealing is its ease of use. People throughout the organization benefit, all without the need for any special training.

Need a sales drawing to-scale for an important sales call? No problem! Having trouble estimating costs because of all the possible combinations, options, and exceptions? No problem! Do you regularly face backlogs in engineering? No problem! **Concept** offers robust functionality that will benefit your entire enterprise.

With **Concept** as your product configurator, you will be able to move more quickly from initial customer interest to specifications, quoting, and closing the sale – all while automating the creation of the information needed to produce the desired product.



From start to finish...**Concept** expands your possibilities.



Is Easy To Use

"Concept has allowed us to configure and quote systems in half the time it used to take us with our old quote process. Utilizing Concept's rules-based approach has also increased the accuracy of the quotes generated by our field sales personnel. Ultimately, Concept has shortened our sales cycle."

Bryan Marcotte, Director, Information Technology, Automation Industry

It's amazing how much more can be accomplished when everyone is working together. **Concept** can help you achieve that. Its web-centric architecture provides full support for the extended enterprise, so you can include important users no matter where they are in the world.

In a typical installation, inside sales, engineering, order entry, manufacturing, and customer service departments access **Concept** through the company's internal network. Outside people, such as field sales, dealers, and customers, access **Concept**

through the Internet. Robust security measures provide the overall administrative control needed to determine who has access to what functionality and when.

The web-centric architecture also means **Concept** is easy to use. Anyone familiar with a web browser will be productive immediately.

Imagine walking up to a computer at your company or at a customer's office half-way around the world, making a few selections from drop-down

menus, choosing the desired features and options, entering the appropriate information, and immediately seeing the results: an exact drawing of the product; a bill of material; a detailed quotation complete with pricing. **Concept** makes it that easy. It is so simple to use, anyone can do it.

Concept is the ideal product configuration system to help you reduce the time your company spends selling, designing and manufacturing products with multiple options or products that you routinely customize.

Web-Centric Architecture

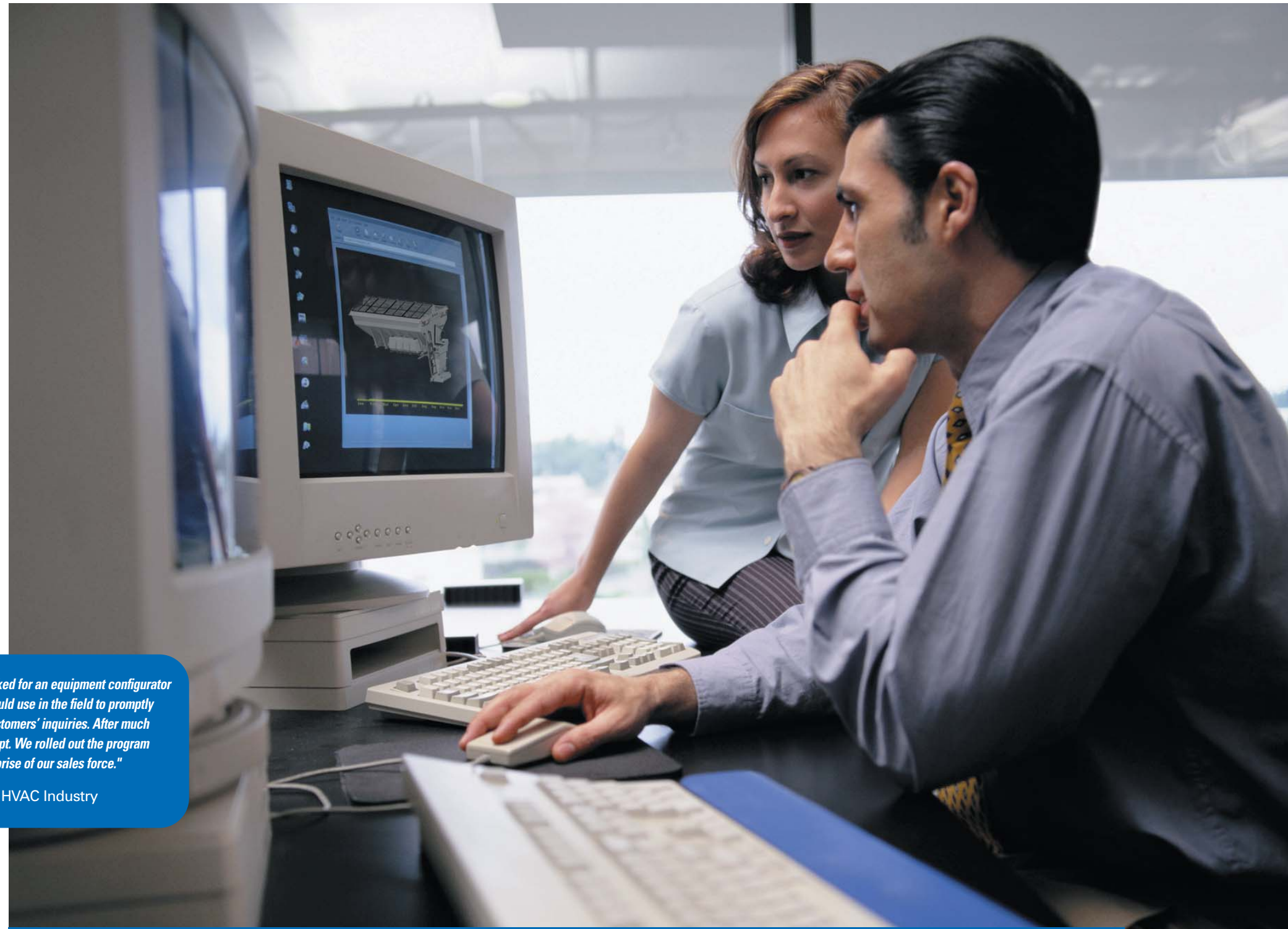
- Access Requires Only a Web Browser
- Productive Via Dial-up Internet Access
- Easy To Deploy and Maintain
- Perfect for Extending to Field Sales, Dealers, and Customers
- Open Architecture Allows Integration to Other Applications

*"My company specializes in high-quality, custom products with short lead-times. Although we utilize state-of-the-art custom MRP and report generating software, our volume of custom parts made engineering errors inevitable. **Concept** has changed all that by capturing the hundreds of design rules needed to develop every part required for our products. In addition to shop drawings, fabrication drawings and blank drawings for our CNC equipment, **Concept** also generates a multi-level BOM that downloads to our MRP with the push of a button. The bottom line is **Concept** has allowed us to send custom products to the shop floor in minutes instead of weeks. We are producing higher volumes with fewer people. And by assuring 100% accuracy of the parts produced, the products assemble faster than ever before."*

Brian White, V.P. of Operations, Laboratory Industry

*"Our sales representatives asked for an equipment configurator or sizing program that they could use in the field to promptly and accurately respond to customers' inquiries. After much searching we selected **Concept**. We rolled out the program on time to the delight and surprise of our sales force."*

Mel Meyers, President, HVAC Industry



From start to finish...**Concept** is easy to use.



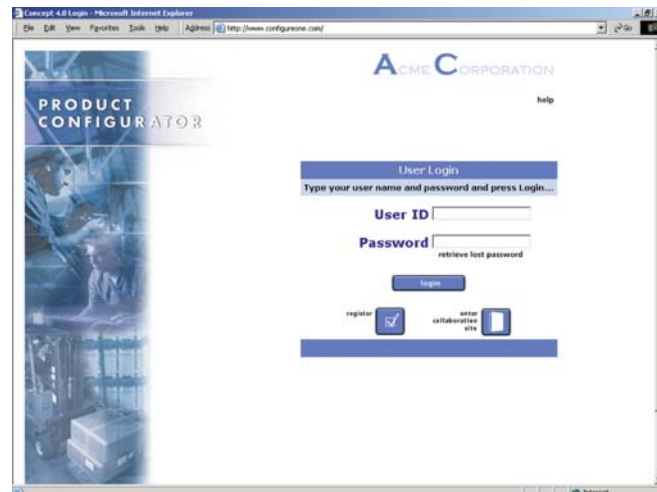
Simplifies The Process

"Concept allows us to respond to our customers' requirements faster and more accurately than ever before. The ability to generate detailed product information and quotes 'on the spot' means more sales and more satisfied customers."

Roger Parrish, President, Industrial Products
Manufacturer's Representative

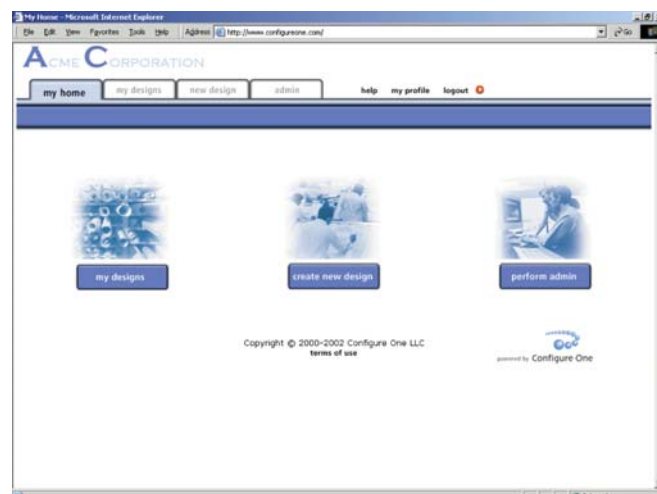
Concept is specifically designed for manufacturing companies that produce products that are highly configurable or that are routinely customized to meet the unique needs of their customers. Several implementation strategies are available. You can choose to have Configure One do installation and set-up, or you can do it yourself using your own staff. The easy-to-understand administrative and product setup functionality makes it possible for product-knowledgeable people inside your company to implement and maintain the software. No programming knowledge is required to implement or maintain **Concept**.

Once loaded with the correct design/build rules for each product, it's ready to be used by your entire organization. The information and benefits are as readily available to the production floor as they are to salespeople in the field. The software can be implemented as a standalone application or integrated into your company's existing enterprise business systems. The product is designed around various modules to make it scalable, giving you the opportunity to choose some functionality now and leave other capabilities to a later time. If your application is like most companies that have implemented **Concept**, you should be able to cost-justify the purchase in 18 months or less.



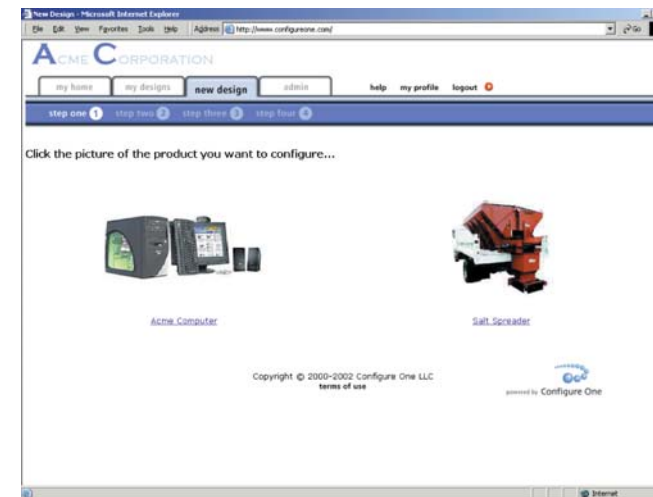
Step 1 - Login

Access to the powerful **Concept** Product Configurator is through an ordinary web browser. Internal people use their company network. Outside people use the Internet. Either way, entry is controlled by a User ID and Password on the Login screen. This security protection helps safeguard your valuable product data and ensures that those without access privileges have no path of entry. New users can dynamically register for access from this screen. Based on user group assignments, **Concept** regulates access to product data and system functions.



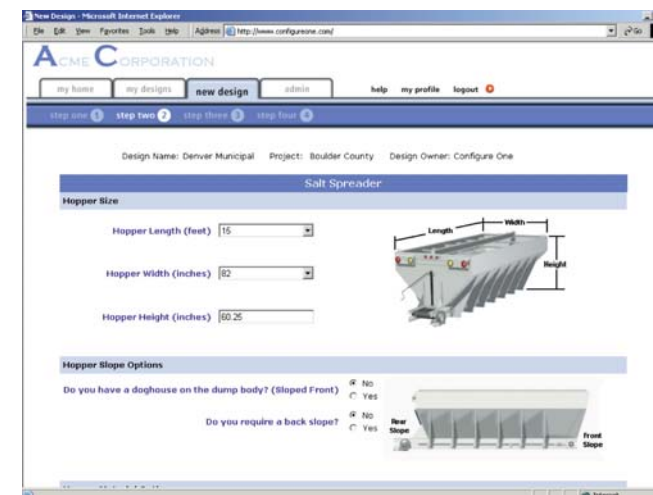
Step 2 - My Home

At the My Home page, you can quickly choose to open an existing design, create a new design, or perform administrative functions. Whichever you choose, you will find **Concept** to be easy to use, simple to understand, and yet totally comprehensive. **Concept** is great for occasional users because no training is required.



Step 3 - New Design

If New Design is chosen, you are prompted to select the type of product you want to work on from the company's family of products. Once the product category is selected, **Concept** prompts you to enter a name for the design to be created. This makes it possible to access and edit the design at a later date.



Step 4 - Design Interface

The *Design Interface*™ is like having the most knowledgeable product manager at your beck and call anytime, anywhere. This is where all of the customer's application and product specifications are captured. Familiar text boxes, pull-down menus, radio buttons, and check boxes are used to guide you through the process of selecting all the desired product features and options. **Concept** ensures that you do not choose incompatible product options. Answers to questions drive both follow-on questions and other possible options. Images, diagrams, and help files can be used to clarify the options.



Step 5 - Design Results

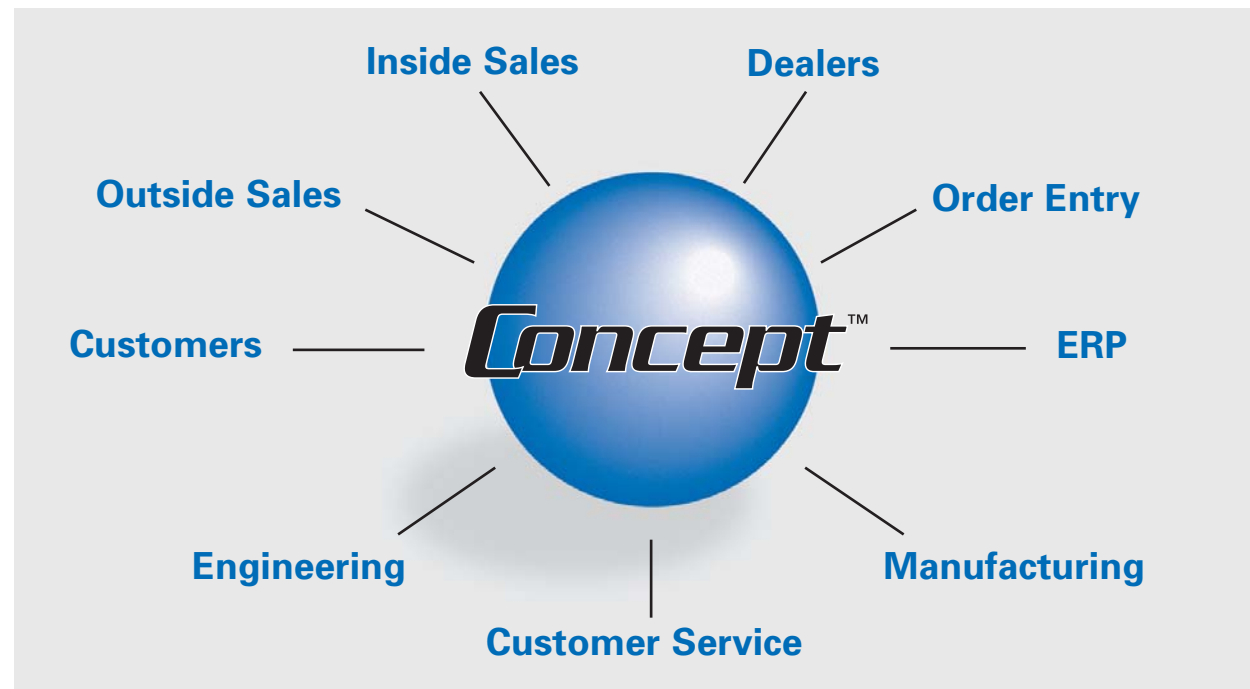
While the *Design Interface* speeds and simplifies the process of gathering the product specifications, the real savings in time and effort come once the design is configured. What used to take days of manual effort can now be done in minutes or seconds. With virtually no waiting, **Concept** can give you a wealth of information about the configured product, including bills of material, sales drawings, product images, product pricing, quotation documentation, production drawings, or any number of other manufacturing reports that might be needed. The following pages cover the deliverables in more detail.

From start to finish...**Concept** simplifies the process.



Benefits Your Entire Organization

At every level of the organization there is a need to be tied into information about what is being sold, how much is being sold, and how soon it can ship. It is, after all, the lifeblood of the business. **Concept** helps simplify this process by providing a wealth of information regarding customer requirements, seamlessly integrating with your enterprise business systems, and serving as the central database for all design rules and engineering logic used to make your products.



Gives Sales and Marketing A Competitive Edge

When it comes to making the sale, often the quickest response is the one that wins the order. With **Concept**, there is no delay. Your salesperson or rep can configure a product right in front of the customer, complete with pricing. Not quite right? They make the changes and create the quotation. All that is left is to ask for the purchase order. It is that quick and simple.

Improves Communications

Concept collaboration tools make it easy to communicate the results of a product configuration to non-**Concept** users by giving them "view only" access. **Concept**-generated deliverables can also be e-mailed directly from the system. The Design Status functionality helps companies track and manage individual designs, alerting individuals or groups when an approval is needed or an action has been taken. Built-in security manages who can take what actions at any given time in the configuration lifecycle.

Frees Engineering From Repetitive Rework

If your engineering department is still manually creating part and assembly drawings for each and every non-standard product, the amount of repetitive work is tremendously time-consuming. Why waste valuable engineering talent on such tedious work? **Concept** ends all that by automatically creating all the sales drawings, product images, bills of material, and production drawings needed to complete the sale and make the product.

Lowers Manufacturing Costs

Mistakes and rework add up to big costs on the production floor. **Concept** helps you avoid those problems with more accurate interpretation of customers' needs, increased accuracy in manufacturing drawings and instructions, elimination of "surprises" and the resulting delays they cause, precise bills of material, and a reduction in scrap. Whether you need one document or hundreds to manufacture your product, **Concept** is the one to choose for speed, ease of use, accuracy, and comprehensiveness.

Integrates Easily Into Other Business Systems

Although **Concept** can be implemented as a standalone application, the software can readily work in conjunction with other applications commonly found in the enterprise. You will find **Concept** to be ERP/MRP neutral, thanks to its open-architecture and the **Concept** Connect module that streamlines integration with other enterprise business systems.

Simplifies Access To Information

All the data entered into **Concept** and all the data created by the configurator is stored in a single database where it can be easily accessed and where it can be conveniently serviced and backed up regularly. **Concept** also has robust report and query capabilities, providing access to information from different perspectives.

Helps Corporation Prosper

When close ratios are high for sales, when engineering is free to concentrate on designing new products, when manufacturing is humming along without undue bottlenecks or mistakes, when management can make more accurate forecasts, when customers are happy... everyone wins. With **Concept** on your team, such amazing things can happen!

Key Benefits

- Automates Sales and Engineering Tasks
- Simplifies Complex Product Configurations
- Enables Mass Customization
- Speeds Response to Quotation Requests
- Makes Sales People and Distributors More Effective
- Improves Communications
- Reduces Lead Times
- Decreases Errors and Rework
- Increases Revenues
- Expands Market Share
- Frees Up Personnel
- Improves Customer Loyalty
- Fosters Reputation as an Innovator

"Concept enables us to quickly create and organize project specific sales and marketing presentation materials. Configure One has also helped us reduce the time it takes to develop technical deliverables for subcontract bid packages from 160 man-hours to 16 man-hours."

Roger Butts, Product and Engineering Manager, Construction Industry

"Concept helps us win more business by allowing us to react to requests for quotations faster than any one else in our industry. Before using Concept, it often took 2 weeks to turn around a quote with an approval drawing. Now we can turn around a more accurate quote and a higher quality approval drawing in less than an hour."

Wayne Stanek, V.P. of Sales, Finishing Industry

From start to finish... **Concept** benefits your entire organization.

Configure One

Makes it easy to get started.

Concept™ is the product configurator from Configure One, leading experts in developing and implementing configurators for manufacturing companies. Our goal is to establish long-term partnerships with our customers by making them successful in their use of product configurator technology. We can do this thanks to our in-depth understanding of how companies sell, engineer, and manufacture products.

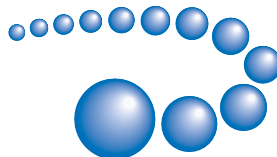
Your product knowledge and our software – combined with Configure One implementation services, if you choose – add up to a successful project, a long-term partnership, and success all around.

To get started, simply call and let us know what you are looking to accomplish. A Configure One representative will listen to your requirements and help you determine if **Concept** is the right solution to address your initiatives. If you elect to move forward, a Configure One implementation professional will work hand-in-hand with you and your team to create a strategy that will lead to a strong return on investment and your ultimate success with **Concept**.

*From start to finish...**Concept** is the best choice.*

"Our Concept implementation went smoother than any other software implementation that we have done. Configure One's expertise goes beyond just knowing their technology – they are also experts in the design and manufacturing of custom products. Over the past few years Configure One has proven to be a true partner to us."

Michael Hennessy, C.E.O., Power Transmission Industry



Configure One

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