

IN THE RIGHT PLACE FOR **TAKE OFF**

With a 40-year history, AJ Products is a prominent player in the Nordic and European markets. Primarily known as a “catalog company” – offering everything from pallet racks to copy paper through its online catalog – AJ Products recently took the next step to expand its business.

As part of its new business strategy, AJ Products launched a new department, AJ Solutions. This department is helping the company increase its offerings from only selling products to providing full-concept design services. The company also invested in its own product line, adding to the already 15,000 products that AJ Products sells across multiple industries, including material handling, commercial furniture and school interiors.

“We used to only take on smaller sales, because we didn't have the right tools for larger projects,” says Mattias von der Luft, business area manager at AJ Solutions.

“With our new focus, we've invested in product development and an intelligent sales tool that can support our growth.”

Investing in the right sales tool

Investing in the right sales tool can make or break a good idea. Mattias and his team began their research by examining the number of orders that they were able to create with their current system; they then compared this information to the increased number of orders that they would achieve with CET Designer. They also looked at the number of people needed to create orders, as well as the costs of errors in the different stages of the sales process.

“We could have put our money into building a large team of people processing orders, but we didn't believe that was the best solution,” Mattias says. “We wanted to make our organization more efficient, accurate and ready for growth. The numbers showed that investing in a good sales tool was the way to go.”

Mattias von der Luft, Business Area Manager at AJ Solutions.



CASE STUDY: **AJ PRODUCTS**

Since 1975, AJ Products has been a leader in the office, warehouse and industry interiors markets. By combining design, innovation and manufacturing, and in working with select partners, AJ Products offers a broad range of products that fit the needs of its customers. Headquartered in Halmstad, Sweden, AJ Products operates in 19 countries throughout Europe.

EMPLOYEES

800+

COUNTRIES

19

CET DESIGNER USERS

31

EXTENSION RELEASED

2017

OUR SALES TEAM LOVES HOW AUTOMATIC AND SELF-EXPLANATORY CET DESIGNER IS.

Joseph Kardemark, 3D Sales Tool Engineer at AJ Solutions.

With 10 years of experience as a mechanical engineer, Joseph Kardemark, 3D sales tool engineer at AJ Solutions, took on the role to spearhead AJ Solutions' CET Designer implementation. Since the start, he has worked closely with developers at Configura to ensure excellence with their CET Designer Extension.

"We've been getting access to a lot of resources and knowledge by working with Configura," Joseph says. "They have a lot of experience and insight, which has helped us push boundaries with our Extension. We just bring ideas of what we want, and they always come back with a solution for how it can be done in the best way."

Better service and larger projects

Joseph and Mattias are currently working on getting AJ Solutions' material handling sales team up to full speed using CET Designer.

"Our sales team loves how automatic and self-explanatory CET Designer is," Joseph says. "We've worked hard to automate many of the tasks that they previously had to repeat for each project."

Since Joseph is handling all of AJ Solutions' training and support, he gets immediate feedback on their Extension that he can bring back to the development team.

"The more our salespeople use it, the more they see what is possible with CET Designer and what they would like to have. The wish list keeps growing, and we work hard to implement as many requests as possible," Joseph says.

With more of AJ Solutions' sales force using CET Designer, the company is seeing positive changes in the organization.

"Our salespeople work in different ways now than they used to," Joseph says. "Since we've put a lot of effort into making our Extension as smart and automated as possible, our salespeople don't need to have 10 years of experience to sell. The calculations are done by the program, so our salespeople can focus more on building relationships that will seal the deal."

WE BID ON **MORE** PROJECTS,
PROVIDE **FASTER** RESPONSES
AND MAKE **QUICKER** CHANGES.

Mattias von der Luft, Business Area Manager at AJ Solutions.

New times ahead

In addition to getting its sales force on board, AJ Solutions is nearing the end of the third stage of implementing its Extension: adding commercial furniture products. This addition gives AJ Solutions a competitive advantage as the company will be able to offer full design concept solutions across multiple industries.

"What's vital are the services that we can provide with CET Designer. We bid on more projects, provide faster responses and make quicker changes," Mattias says. "Finalizing stage three of our Extension means we can offer this service across all of our industries."

The future looks bright for Mattias and his team at AJ Solutions. They've accomplished some major milestones and are now looking at future possibilities.

"This is the year that AJ Solutions will truly take off," Mattias says. "We have the products in place, and we're hiring more salespeople. CET Designer is an important tool for our future success, and we're just getting started."

