

CONFIGURA'S FIRST PARTNER IN CHINA

Global furniture company Sunon Group Co., Ltd., headquartered in China, first learned of CET Designer when talking to customers overseas who offered product catalogs via various software solutions. Sunon Group looked into the benefits of CET Designer and officially became a Configura partner in 2016.

Sunon's key collaborators in developing the company's CET Designer Extension have been Mr. Jian Shi, vice president and general manager of the domestic marketing department; Mr. Xiang Lu, director of marketing and design and manager of tender and design; and Mr. Yinsheng Zhou, supervisor of information development. They've been part of the win-win situation and the long-lasting inspiration for implementing and using CET Designer.

"It felt great to be the first company in China to get on the platform," says Mr. Xiang Lu. "Configura's long history gave us assurance that they have a lot of experience, and the many international companies that are on the platform show that it's a successful product and leading in its field."

Reasons to choose CET Designer

Sunon had been looking for tools and methods to improve marketing efficiency.

"We desperately needed a comprehensive design software with convenient operation, product rules and faster rendering. When we found CET Designer, we saw that it fit all the requirements and that it was by far our best choice," says Mr. Xiang Lu. "From planning, designing and searching for marketing opportunities, to contract signing and completing the orders, to final delivery, it's a long process that takes time and needs people from marketing, design, production and other different functions to complete. CET Designer helps to reduce the total time of the process."

Mr. Jian Shi, Vice President and General Manager of the Domestic Marketing Department at Sunon.



CASE STUDY: SUNON

Sunon Group Co., Ltd., established in 1991, is an enterprise group specializing in office furniture, home furniture and real estate investment. Now active in more than 110 countries and with more than 3,000 employees, Sunon has grown into one of the largest furniture manufacturers in China.

Since the beginning, Sunon has specialized in improving the safety and health index of office environments through innovative technology. The company constantly pushes boundaries and spends more than 3.5% of sales revenue in R&D every year.

ESTABLISHED IN

1991

EMPLOYEES

3,000

COUNTRIES ACTIVE IN

110

CET DESIGNER LICENSES

300

ORDERS THROUGH CET DESIGNER

80%

ALL THESE KEY ISSUES HELP TO ENHANCE THE **MARKET COMPETITIVENESS** OF ENTERPRISES AND EXPAND OUR COMPETITIVE ADVANTAGE.

Mr. Jian Shi, Vice President and General Manager of the Domestic Marketing Department at Sunon.

Sunon was especially thrilled about the benefits of convenient operation. Fast rendering and automatic calculations can be performed very early in the training process. Renderings no longer need to be created by a specialized group of employees. The simplicity of CET Designer lets Sunon's designers offer faster and better services to their customers, which benefits all stakeholders.

New changes with CET Designer

Sunon believes the best thing about CET Designer is that the platform integrates all tasks in one solution.

"In the past, our project marketing team and designers had to learn and use a number of different software tools. That increased the cost of employment, training and the time it took to create a project," says Mr. Yinsheng Zhou. "CET Designer greatly improves efficiency and liberates the working time of our staff."

Sunon is convinced that CET Designer is the best tool for design, specification and ordering as it has led to less procedure time and decreased the cost of project operation. Also, an increasing number of Sunon's salespeople show their professionalism by using CET Designer. Accuracy and speed help to build trust, which encourages contract signing.

Mr. Jian Shi analyzed the positive changes from an industrial perspective.

"CET Designer greatly reduces the probability and cost of errors in our orders, shortens the working time required for sales transactions while speeding up transaction efficiency, lessens the learning curve of our products for new employees and reduces training costs, so new employees have a quick start," says Mr. Jian Shi. "Meanwhile, factory orders can be placed automatically, greatly reducing the processing time of orders. This lets us get more order opportunities, and experience faster marketing efficiency and stronger order processing than our competitors. All these key issues help to enhance the market competitiveness of enterprises and expand our competitive advantage."

Mr. Yinsheng Zhou, Supervisor of Information Development at Sunon.



Sunon's CET Designer Extension is used by more than 300 people.

A great partnership

Sunon's cooperation with Configura has been much more than just a business contract.

"Configura took our goals and made them into a common goal for all of us to achieve together during the whole process," says Mr Xiang Lu. "Configura offered great guidance throughout the project and, when it was time to launch our Extension, they made sure our users had the best training available."

More than 300 of Sunon's designers are now using CET Designer, and more than 80% of orders go through the program. Looking ahead, Sunon has many ideas for how to take its CET Designer Extension, the platform and its partnership with Configura even further.

"We look forward to our future cooperation with Configura and hope that the Extension technology of the platform, which is already offered by various companies in the Configura Marketplace, will continue through interacting, sharing and interconnecting of resources," says Mr. Jian Shi.

Mr. Xiang Lu, Director of Marketing and Design and Manager of Tender and Design at Sunon.

