

MARTELA MIGRATES TO CET DESIGNER

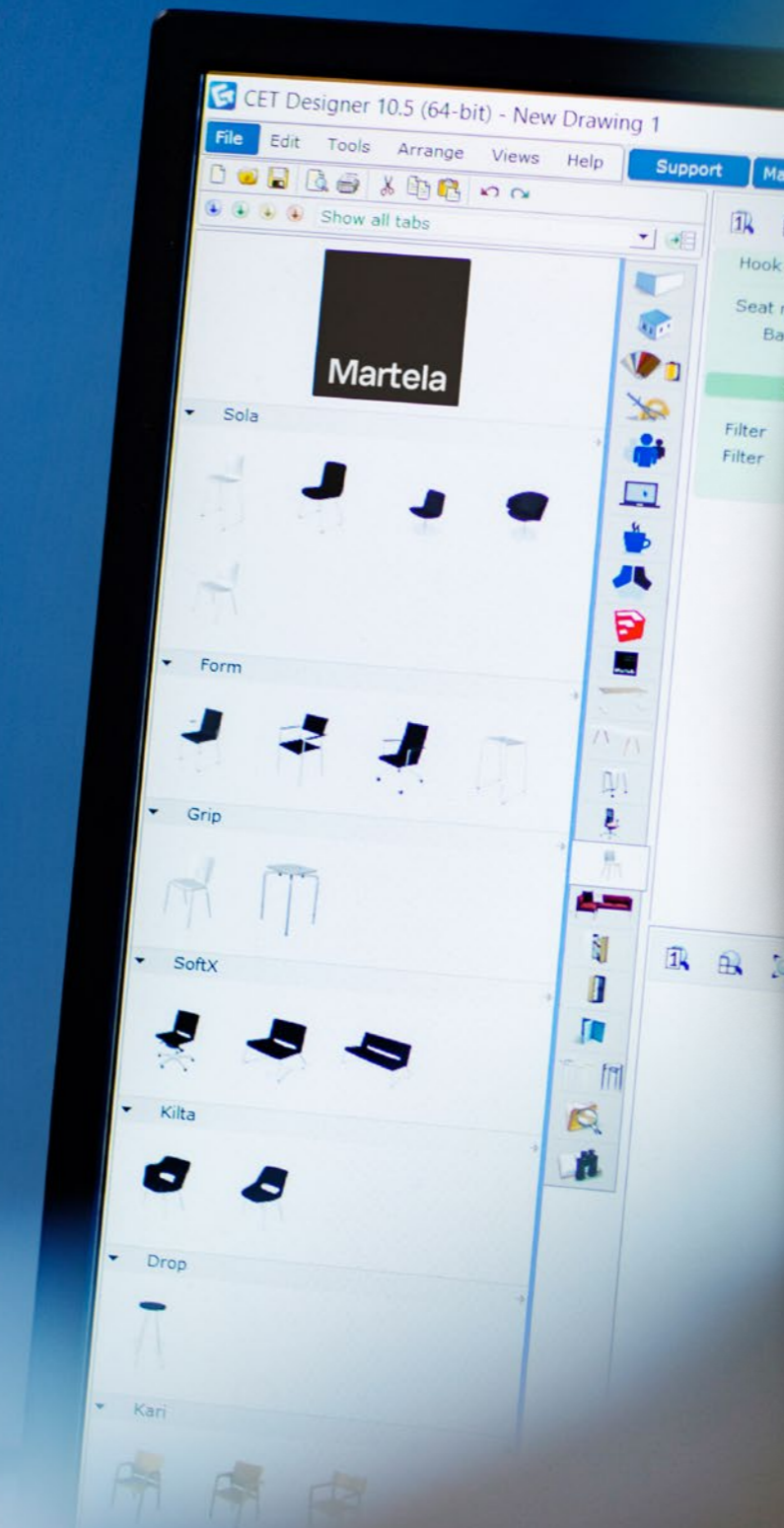
After being on the Configura platform for nearly 25 years, Martela decided to migrate to CET Designer in 2018. Martela chose CET Designer because of the rich history between our two companies and because CET Designer could enhance Martela's entire sales process by easily integrating with existing systems.

Founded in 1945, Finland-based Martela is one of the Nordic leaders in the office interiors industry. Martela offers ergonomic solutions for modern working and learning environments and a wide range of services that support the maintenance and modification of interiors.

"Today, Martela is much more than a furniture manufacturer," said Joonas Keskikallio, Martela business concept owner. "We're a partner to both the commercial and public sectors, and we offer services that include interior design, workplace planning, installation, relocations and recycling."

In 1994, Martela became one of the first customers to use the Configura platform (originally named OfficeMaker). The software was the first solution in the Commercial Furniture industry to combine pricing and reconfiguration in one platform.

"Back then, Configura offered something very innovative, and it's still innovative today," Keskikallio said. "In the '90s, most projects were handled manually – and then along came Configura, which offered a platform that handled configuration and floor planning. It was a really big game-changer."



CASE STUDY: MARTELA

Martela is one of the Nordic leaders specializing in user centric working and learning environments. The company is one of three of the largest office furniture manufacturers in the Nordic countries.

The history between Martela and Configura goes way back and migrating to CET Designer is the next step of our journey together.

ESTABLISHED IN

1945

EMPLOYEES

494

CET DESIGNER LICENSES

243

THE RELATIONSHIP BETWEEN CONFIGURA AND MARTELA WAS ALREADY STRONG, AND CONFIGURA'S TEAM KNEW OUR BUSINESS NEEDS AND PRODUCTS, WHICH IS WHY WE CHOSE CET DESIGNER OVER OTHER PLATFORMS.

Timo-Pekka Rätty, Head of Information Technology at Martela

Unifying the sales process with CET Designer

Martela started the journey of creating a CET Designer Extension after deciding to renew its sales system. The company wanted to a solution that would create a unified process in which all systems worked together. Martela explored several software options, including CET Designer, and presented different scenarios to management. Through the evaluation, CET Designer emerged as the clear choice.

"The relationship between Configura and Martela was already strong, and Configura's team knew our business needs and products, which is why we chose CET Designer over other platforms," said Timo-Pekka Rätty, Martela's head of information technology. "Configura ensured a smooth transition between platforms and helped us achieve our target of implementing CET Designer as part of our end-to-end business process."

CET Designer is much more than a layout and product configuration tool for Martela – it's woven through Martela's entire business process and each product lifecycle – from product offering to ordering – and includes complete integration with Martela's CRM and ERP systems.



WE NOW HAVE **ONE SOLUTION** FOR SALES AND INTERIOR DESIGN, AND ALL OUR DATA IS MAINTAINED IN ONE PLATFORM.

Joonas Keskikallio, Business Concept Owner at Martela

Intuitive system for faster pricing, improved visualizations

Since rolling out CET Designer internally, Martela already has experienced many of its benefits. CET Designer has provided more flexibility, allowing Martela's users to see and make changes to a project in one view. Additionally, it's enhanced their ability to find the right options and pricing to meet a customer's needs.

"We now have one solution for sales and interior design, and all our data is maintained in one platform," Keskikallio said. "It's definitely very efficient and has improved our communication too."

While there are some similarities between the Configura and CET Designer platforms (such as product configuration and basic drawing features), CET Designer also offers improved 3D images and the ability to produce quicker renderings. Using CET Designer, Martela can show configurations that fit a customer's brand. CET Designer also lets designers and salespeople spend more time with customers and less time creating basic quotes.

"In-house interior designers feel they now have a modern, up-to-date system to quickly create plans for customers," Keskikallio said. "For people who have been with us for many years, they say CET Designer is very familiar to them. It's intuitive, and they're excited to see new features."

WITH CET DESIGNER, I AM CONFIDENT THAT IT WILL MAKE OUR SALES PROCESS **BETTER AND BETTER.**

Joonas Keskikallio, Business Concept Owner at Martela

Enhanced customer experience

In addition to improving the design and sales process for Martela's internal team, the company also has received positive feedback from customers.

"Our customers are impressed, and it's been helping with selling," said Keskikallio. "With CET Designer, we now have a tool where we can very quickly showcase and present all our products, including our newest products, and we can see our entire collection in 2D and 3D. CET Designer creates a 'wow' factor for our customers."

Martela plans to launch its CET Designer Extension to dealers in the spring of 2020.

"With CET Designer, I am confident that it will make our sales process better and better. Migrating to CET Designer was the first stage and Configura did a very good job," said Keskikallio. "Our companies talk the same language and understand each other thanks to our history together. This will make it very easy for us to develop new improvements and become even more efficient as we move forward."

Martela's product PodBooth (shown in the image) was launched in 2020 and is available in their CET Designer Extension.

