



# Customer Case Study

## Sebel

**Region:** Australia  
**Vertical:** Furniture & Fixtures  
**Products:** Cameleon Advanced Configurator, Cameleon Direct Selling, MFG/PRO eB

Sebel gets comfortable with QAD and ACCESS COMMERCE. Sebel, Australia's leading furniture manufacturer, has been using Cameleon Advanced Configurator from ACCESS COMMERCE and MFG/PRO from QAD since 1995 to accurately configure furniture that meets customer expectations each and every time. Sebel is now implementing Cameleon Direct Selling with the objective of replacing a legacy CRM / quoting package. Deployment is scheduled throughout 2004 to 50 sales people within Australia.

## THE COMPANY

Sebel has been in the business of furniture solutions since 1947 and is now Australia's leading furniture manufacturer. Anywhere people need to sit down, Sebel is usually there: schools, stadiums, world-class hotels, restaurants, indoors and outdoors. Today, with exports to over 65 countries, clients have come to recognize the benefits of dealing with a company committed to the furniture market.

## THE CHALLENGE

Sebel is a direct to end user manufacturer of make-to-order furniture. Their goal is to provide furniture that meet's customer expectations each and every time. All products are configurable by options, color, fabrics, textures, laminates and engineering specifications. Before 1995, sales orders, manufacturing bills, routings and all information associated with a seat configuration was handled manually. End users had no access to the furniture configuration until the final steps. Many back-and forth were required and happened very late in the process. Globally Sebel felt the process was slow, error-prone and costly. Automation was the key for improvements.

## THE SOLUTION

In 1995, Sebel embarked on a thorough search for a new ERP system and selected QAD MFG/PRO as the best fit for their business. The Cameleon Advanced Configurator for MFG/PRO was selected for configuration, due to its ability to quickly and accurately configure products from raw materials through all levels to final product. It has the flexibility to allow total control of the configuration as well as to apply engineering rules to all of Sebel's products. Cameleon is integrated with QAD MFG/PRO and enables direct entry of sales orders using Cameleon as the configurator through the process.

## THE RESULTS

For the past six years, the Cameleon Advanced Configurator has been a vital link in the sales to manufacturing process that enables Sebel to fulfill client orders to any point on the globe. Cameleon seamlessly integrated to MFG/PRO eliminated all order errors and reduced the sales-to-manufacturing cycle.

*"Cameleon has allowed Sebel to configure to specific engineering details our standard range of products with a high degree of accuracy. I expect that with the use of Cameleon Direct Selling, the new CRM solution of ACCESS COMMERCE tightly integrated with MFG/PRO, Sebel will achieve a reduction in processing costs as well as allow the Sales Force operations greater access to information on their customer base, achieving faster, more accurate closure of sales."* Michael White, IT Director

## NEXT STEPS

Sebel is to begin implementing Cameleon Direct Selling with the objective of replacing a legacy CRM / quoting package. Deployment is scheduled for mid 2004 to 50 sales people within Australia. The roll-out to international sales will follow throughout 2004. Cameleon Direct Selling combines a scalable browser-based architecture, manufacturing-specific CRM features including opportunity management, team selling and territory management, forecasting, product and pricing configuration, with seamless integration to MFG/PRO.