

C.F. Martin Selects Configure One to Empower Dealers

Leading acoustic guitar and string manufacturer partners with Configure One to streamline their online ordering process.

Configure One™, a leading provider of CPQ software, announced today that C.F. Martin & Co., Inc., the world-renowned acoustic instrument and string manufacturer, has selected Configure One to provide better customer service.

C.F. Martin's commitment to exceptional quality with their acoustic guitars and strings is well known. As a leader in the industry, C.F. Martin is continually focused on providing the best product with the best possible service. To continue exceeding customer expectations, C.F. Martin looked to Configure One.

"We wanted to set up an easy method for our dealers to order our products online," said Rich George, Director of IT at C.F. Martin. "With Configure One, we will be able to present real-time product availability to our dealers, improving their ordering process. Also, this will greatly improve our order entry time and accuracy as the orders are now automatically transmitted to our ERP system, Infor SyteLine."

Having already integrated Configure One and SyteLine to pass order, item, customer, and pricing information, C.F. Martin expects to add BOM and routing data to further automate the order process.

"I'm excited that another world class manufacturer has selected Configure One," said Gregg Smith, Senior Account Executive at Configure One. "C.F. Martin Guitar is known for their quality products and devotion to the customer and we're looking forward to taking part in their future success."

About Configure One

Configure One is a leading provider of web-based product configurator and CPQ (configure price quote) software. Configure One's Enterprise Product Configurator® is an enterprise CPQ application that enables companies to efficiently sell and process orders for configurable, multi-option, and customizable products and services. Configure One's customers can increase revenues while reducing costs by automating much of the sales, order entry, and engineering processes. Customers include industry leaders such as Alstom, Vertiv, Dover Corporation, Rosenbauer, Masonite

Corporation, Otis Elevator, SPX Corporation, Stanley Black & Decker, and Sumitomo.