

# Midwest Industries makes custom quoting easy with Infor CPQ

## About the company

Midwest Industries, Inc., is a leading manufacturer of boat trailers, boat lifts, and docks. The company also offers specialty trailers (including pontoon, deck boat, and utility trailers), as well as hoists and accessories for on-the-water storage of boats and personal watercraft. Incorporated in 1954, Midwest is based in Ida Grove, Iowa.



## Business case

- Eliminate custom-order complexity for dealers
- Link configured items to inventory, production planning, and finance systems
- Streamline the onboarding of new dealers
- Automate a manual, spreadsheet-driven pricing process
- Accelerate the quoting process for distributors and dealers

## Benefits

- Integrated custom orders with critical functions, such as e-commerce, accounting, and warehouse logistics
- Gained improved visibility into customer demands
- Simplified the custom quoting process for new dealers
- Provided users with information to better manage customer requests, including detailed summaries of customer sales history and specifications
- Improved dealer and customer satisfaction by shortening the quoting process from hours to minutes while greatly improving accuracy
- Facilitated entry into new regional markets

### Headquarters

Ida Grove, Iowa

### Industry

Manufacturing

### Infor product

Infor® CPQ

Infor M3™

### Website

[midwestindustries.com](http://midwestindustries.com)

**“ The end game for me is that Infor CPQ will help us set up new dealers in regions that we’re not currently in and make them successful quickly.”**

**JON DEVITT**

President, Midwest Industries