



Success Story

Julius Blum: One sales process for the whole world

From the introduction of SAP CPQ to the strategic transformation of sales



The company

When people open a kitchen cabinet door, they almost always think about what is behind it – but rarely about what makes it work.

All over the world, Julius Blum products ensure that drawers glide smoothly, lift systems close gently and furniture works reliably in everyday use. Yet the invisible side of things is highly sophisticated. From a cabinet-maker in Vorarlberg to a furniture manufacturer in North America and an interior fitter in Asia: behind all these projects are quotations, pricing agreements and sales processes that are created thousands of times every day.

For a company such as Julius Blum, with more than 30 subsidiaries worldwide, this represents a particular challenge. The more international a sales organisation becomes, the more important standardised processes, transparent data and a shared view of customers, opportunities and quotations become. This is exactly where Blum and SYBIT began. The objective: to create the foundation for a globally transparent and manageable sales process.

Julius Blum GmbH



Leading manufacturer of furniture fittings



Headquarters: Höchst, Austria



More than 9,850 employees worldwide



Presence in approx. 120 countries



Annual revenue approx. EUR 2.4bn



Solutions implemented:

- SAP CPQ
- Integration into the existing SAP Sales Cloud and ERP landscape
- Global template for standardised quotation management
- Integration of quotations into the Lead-to-Order process



Business Value:

- A standardised quotation process worldwide
- Greater transparency across opportunities and quotations
- Improved management of the global sales organisation
- A foundation for more robust forecasts and sales decisions
- A scalable platform for more than 30 subsidiaries
- A basis for data-driven sales processes and further growth

Many markets, many processes, limited transparency

The initial trigger for the project was the replacement of an existing quotation tool whose technical platform would no longer be supported in the long term. It quickly became clear, however, that the technical modernisation presented a much greater opportunity.

Over the years, different ways of working had become established in the various markets. Some sales subsidiaries used the existing tool, while others supplemented it with Excel files and Word documents or sent price quotations directly by email. Quotations were created using different processes and systems, often without end-to-end traceability.

"Each market had developed its own way of working. That was often practical for the individual teams, but across national borders it was neither comparable nor transparent," says Anne Kamps, Customer Relationship Process Designer at Blum.

The result was limited transparency across quotations and opportunities, a high level of manual effort and insufficient foundations for global sales management. At the same time, the heterogeneous process landscape made it more difficult to develop the sales organisation consistently.

From tool replacement to strategic initiative

What began as a technical replacement project developed during implementation into a strategic transformation initiative.

The starting point was conventional: together with SYBIT, Blum implemented SAP CPQ as an integrated component of the existing SAP landscape. The solution connects quotation management, CRM and ERP processes in an end-to-end Lead-to-Order process.

But the real value lies not in the technology alone.

"Over the course of the project, together with SYBIT we recognised the potential of fully integrating our quotation processes," explains Roland Zangerle, Process Owner Sales at Blum. *"Suddenly, it was no longer just about a new tool, but about how we could make sales more transparent and consistent worldwide."*

A global template for more than 30 subsidiaries

A key objective was to create a global template that could be used worldwide while still taking local requirements into account.

Representatives from numerous markets were therefore involved at an early stage. Together, they developed a standardised quotation process that serves as the basis for the international rollout.

The new solution has already been successfully introduced in the pilot markets of the United Kingdom and Poland. Today, the worldwide rollout across more than 30 subsidiaries is in full swing.

By the end of 2026, around 90 per cent of the relevant markets are expected to be working on the new platform. Around 250 users worldwide are initially planned.



Greater transparency for better decisions

For Blum, transparency is not an end in itself. The real value of the new solution lies in better management of the global sales organisation.

By integrating SAP CPQ into the Lead-to-Order process, quotations are systematically linked with opportunities and customer data for the first time. This creates an end-to-end view of sales activities across more than 30 subsidiaries. Information that was previously hidden in local processes, Excel files or individual ways of working becomes part of a shared data foundation.

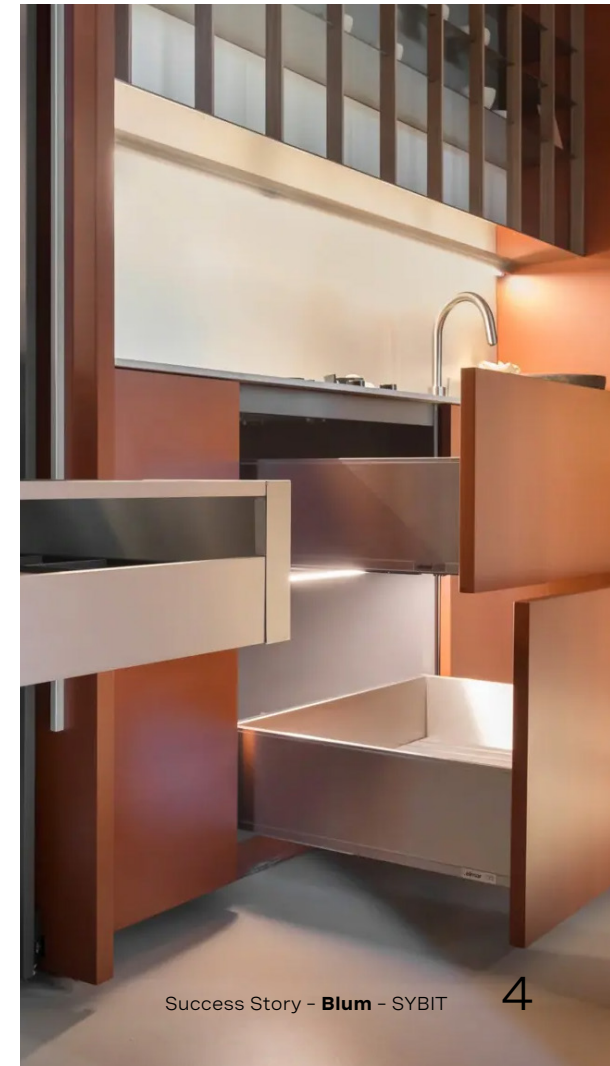
For sales management and senior leadership, this represents a fundamental shift in perspective. Instead of receiving isolated information from the markets, they gain a better overview of ongoing opportunities, open quotations and the status of important customer projects. Quotations can be tracked, sales activities compared and developments across regions assessed more transparently.

Consistent tracking of sales opportunities is particularly important. In the past, many quotations were created without their subsequent development being systematically visible. Linking opportunities and quotations now provides the foundation for a closed Lead-to-Order process. This creates better conditions for forecasting, sales management and management decisions.

"Together with SYBIT, we were able to use SAP CPQ to integrate our entire CRM process more effectively end to end. This has given us a solid foundation for significantly greater transparency in sales. In future, we will be able to track globally which opportunities are created, which quotations result from them and how they develop,"

explains Anne Kamps.

Blum sees this as one of the project's greatest strategic benefits: the sales organisation gains not only a new tool for creating quotations, but also a shared information base that will enable global sales activities to be managed on a much more informed basis in future.



A project that drives change

For Blum, the introduction of SAP CPQ was therefore not only a technology project, but also an organisational and change project.

In many markets, the new platform prompted teams to critically review existing processes. For the first time, teams engaged intensively with how quotation processes should work in future, which roles should be involved and how processes could be standardised.

"The introduction of the new system triggered discussions that go far beyond the tool itself. Many markets are now actively reviewing their quotation processes and continuing to develop them," says Roland Zangerle.

SAP CPQ is therefore becoming a catalyst for the continuous development of the global sales organisation.

Collaboration as a success factor

In addition to the technical implementation, collaboration between the business, IT and SYBIT played a central role in achieving these results.

The project participants particularly valued the close co-operation throughout the entire project and the continuity of the team. Unlike many comparable projects, the core team remained in place from start to finish and was able to complete the project on schedule.

"This was one of the few projects I have experienced that was actually completed within the planned time-

frame. At the same time, the same contacts were involved from start to finish. That continuity made a major difference," Roland Zangerle concludes.

Blum also benefited from SYBIT's experience from numerous comparable projects. The exchange of insights into how other companies had addressed similar challenges in quotation management and sales management proved particularly valuable. At the same time, the project demonstrated how important the interaction between the business, IT, product data, pricing and ERP experts is for the successful implementation of a global CPQ project.



The foundation for the sales organisation of tomorrow

For Blum, the project was by no means complete at go-live.

With the global rollout, the foundation is now being created step by step for a globally standardised sales organisation in which quotations, opportunities and customer information are transparently connected. The new platform is intended to further standardise processes and create the conditions for better decisions, more robust forecasts and more professional customer management.

At the same time, the project is supporting a cultural shift within sales. Greater use of CRM, opportunities and standardised processes creates a shared understanding of sales management across markets and regions. This makes the quotation process an important building block of a data-driven sales organisation.

Or, as Roland Zangerle puts it:

"With SYBIT, we have not simply replaced an old tool with SAP CPQ. We have created the foundation for developing our sales processes worldwide and managing them with significantly greater transparency in future."

We Create CX Champions.

500+

customers

350+

employees

100%

customer-centric

No.1

in CX across Europe

Top 10

IT employer

25+

years of experience



**Let's take the next
step together!**

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