

# Midwest Industries makes custom quoting easy with Infor CloudSuite 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. To learn more, visit .



HEADQUARTERS  
**Ida Grove, Iowa**

INDUSTRY  
**Manufacturing**

INFOR PRODUCT  
**Infor CloudSuite™ CPQ**

WEB SITE  
**[www.midwestindustries.com](http://www.midwestindustries.com)**

## 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

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**"The end game for me is that Infor CloudSuite Configure Price Quote 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**