



Press release

## **Emcien and eSpline Announce Partnership to Provide Immediate Value to SAP Variant Configurator Customers**

### **Introducing Game-changing Analytics Reporting for Configurable Products**

*eSpline LLC announces a partnership with Emcien, Inc. leveraging deep SAP configuration knowledge and adding new capability for reporting configurable product analytics with EmcienMix™*

Columbus, OH (March 16, 2009) – Today, eSpline LLC announced a partnership with Emcien, Inc. Emcien offers EmcienMix™, a configuration analytics platform that enables manufacturers to quickly see which feature combinations and configurations are selling. This visibility helps manufacturers guide customers towards the right configuration choices – configurations that are good for the customer and profitable for the manufacturer. This key capability has not previously been available to manufacturers, which has caused configuration proliferation and higher order fulfillment costs.

Emcien offers product intelligence into what customers are buying so companies can quickly and profitably act on it. EmcienMix uses quotes and order data combined with product feature and option detail as inputs into its analytics engine. Dependencies between options are dynamically computed, and the top-selling combinations are presented. Users can select parametric subsets of feature combinations for analysis, e.g., the most common engine, transmission, cab, tires and seats. Cost, revenue and regional information can be included for targeted analysis.

“With the explosion of configurations, cost and revenue analysis of products has become almost impossible,” said Daniel Naus, COO of eSpline and president of the SAP Configuration Work Group (CWG). “EmcienMix offers a very innovative capability to derive the cost and revenue for features and options based on recorded cost and revenue for orders. This critical piece has been missing in the margin analysis for configurable products.”

EmcienMix also offers predictive analytics for forecasting product configuration mix based on buying behavior, feature mix patterns and trends. Dynamically computed feature dependencies drawn from quotes and sales data deliver a very high-accuracy parts forecast, enabling companies to carry the lowest inventory and the right mix of parts while meeting service levels.

eSpline LLC now offers all these capabilities to SAP Variant Configurator and IPC customers. “We have been asked many times, ‘how can I find what characteristics are our best sellers?’ ” said Don Cochran, eSpline co-founder and VP, sales and business development. “We looked for a long time for an easy-to-use application to fill this gap and found EmcienMix.”

EmcienMix’s analysis of product options and characteristics for SAP is presented in easy-to-read dashboard displays that can be reviewed to spot product and regional trends. Users can



choose to view updated metrics as frequently as daily, an essential feature when the product mix is dynamic.

EmcienMix circumvents the long, tedious, manual process of evaluating what options are offered and what options are the best sellers. Product options or selections are not static; analytic reporting should not be static either.

SAP customers can schedule a pilot to evaluate the configuration analytics for a single product. Contact us for more information or visit [http://www.espline.com/eSpline\\_Analytics.html](http://www.espline.com/eSpline_Analytics.html).

### **About Emcien**

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Emcien is an Atlanta, GA based software firm that solves complexity problems for discrete manufacturing companies. EmcienMix™ is a unique software solution that optimizes product mix to maximize profits by aligning closely with customer demand. Customers include Fortune 500 companies in the electronics, automotive and industrial sectors. Emcien was named a 2008 Cool Vendor in SCM and ERP by Gartner, Inc. To learn more, visit [www.emcien.com](http://www.emcien.com).

### **About eSpline**

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eSpline is a software development and SAP configuration technology consulting organization headquartered in Columbus, OH, USA, specializing in implementation and deployment of SAP product configuration technology for complex products and services oriented businesses using SAP as its core business application. eSpline also specializes in developing integration software to and from SAP, and software tools to optimize the use of the SAP Variant Configurator [VC] and Internet Pricing & Configurator [IPC].

eSpline is one of a few premier configurator specific organizations that have consultants that have working knowledge of all the available SAP configurator applications.

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