



Fitting Expo Case Study

How They Saved 80% of Quoting Time with Optify ERP

80% Time Saved	20-30 Min/Quote	+5 Projects	4 Mo To ROI
--------------------------	---------------------------	-----------------------	-----------------------

Executive Summary

Fitting Expo, a leading metal storage systems manufacturer based in 10th of Ramadan City, Egypt, transformed their quotation process by implementing Optify ERP. The company achieved an 80% reduction in quotation time (from 3-4 hours to 20-30 minutes), won 5 additional projects in 6 months, and realized full return on investment in just 4 months.

Company Profile

Company Name	Fitting Expo Metal Shelving
Location	10th of Ramadan City, Egypt
Industry	Metal Storage Systems Manufacturing
Employees	45 staff members
Products	Metal shelving, warehouse storage, custom solutions
Annual Volume	50-100 projects

The Challenge

- **Slow Quoting Process:** Creating quotes took 3-4 hours of manual work per quote
- **Calculation Errors:** 15-20% error rate in manual calculations led to financial losses
- **Lost Opportunities:** 30-40% of business opportunities lost due to slow response times
- **Limited Scalability:** Difficulty training new staff on the complex quoting process

The Solution: Optify ERP

Optify ERP provided Fitting Expo with an intelligent quotation tool that automated the entire configuration and pricing process:

- Interactive configuration system for frames, levels, shelves, and accessories
- Automated Bill of Materials (BOM) generation with multi-level component breakdown
- Real-time cost calculation and instant pricing updates
- Professional quotation generation with company branding
- Centralized database for all quotes, projects, and customer data

Implementation Timeline

Phase	Duration	Key Activities
Requirements Analysis	Week 1-2	Workflow analysis, pain point identification, system customization planning
Installation & Data Entry	Week 3-4	System installation, product catalog entry (250+ components), price lists
Training & Testing	Week 5-6	Hands-on training for 5 sales engineers, 20+ test quotes created
Pilot Operation	Week 7-8	Parallel operation with old system, fine-tuning and adjustments
Full Operation	Month 3	Complete transition, continuous performance monitoring
ROI Achievement	Month 4	Won 3 major projects, full cost recovery achieved

Before & After Comparison

Metric	Before Optify	After Optify	Improvement
Quote Creation Time	3-4 hours	20-30 minutes	80% faster
Daily Quotes (per engineer)	2-3 quotes	10-12 quotes	400% increase
Calculation Error Rate	15-20%	<2%	90% reduction
Training Time (new staff)	3-4 weeks	3-5 days	85% faster
Bid Win Rate	35%	52%	+17 points
Customer Satisfaction	60%	95%	+35 points

Key Results & Achievements

Time Savings	80% reduction in quotation preparation time
New Projects Won	5 additional projects secured in 6 months
Productivity Boost	400% increase in individual productivity
ROI Timeline	Full return on investment achieved in 4 months
Deal Closure Speed	Reduced from 3-4 weeks to 1 week
Cost Estimation	Improved accuracy to 95%
Capacity Increase	Doubled inquiry handling without additional hiring

Client Testimonial

"The quotation tool was a real game-changer for our business. What used to take 3-4 hours of exhausting calculations now takes just 20-30 minutes. We went from preparing 2-3 quotes daily to 10-12 quotes - with the same team! In 6 months, we won 5 additional projects because we were the fastest to respond to customer inquiries. The system paid for itself completely in just 4 months."

Amr Mahmoud | CEO Fitting Expo Metal Industries

Ready to Transform Your Operations?

Join 50+ Egyptian metal fabrication companies that trust Optify ERP to streamline their operations, reduce costs, and win more projects.

Contact Optify ERP Solutions

Website: optifyegypt.com

WhatsApp: +20 1095251078

Email: info@optifyegypt.com

Schedule a free demo today!