

Bridging the gap between LCA and sales of complex manufacturing products through strategic integration

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Joeri Verheijden, Business developer at PRé

SímaPro



Growing demand for environmental information



Intrinsic motivation to reduce footprints



Changing customer preferences



Pressure from retailers, supply chain partners, investors



New local and international regulations to comply with

How do we meet
changing
customer
preference?



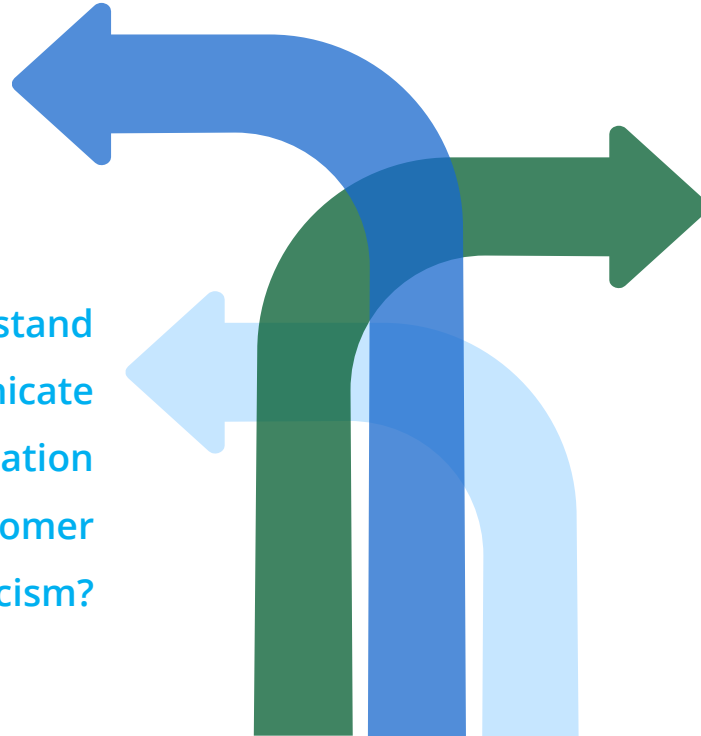
And make
footprint
as common as
a price tag



The challenges of a Sales department...



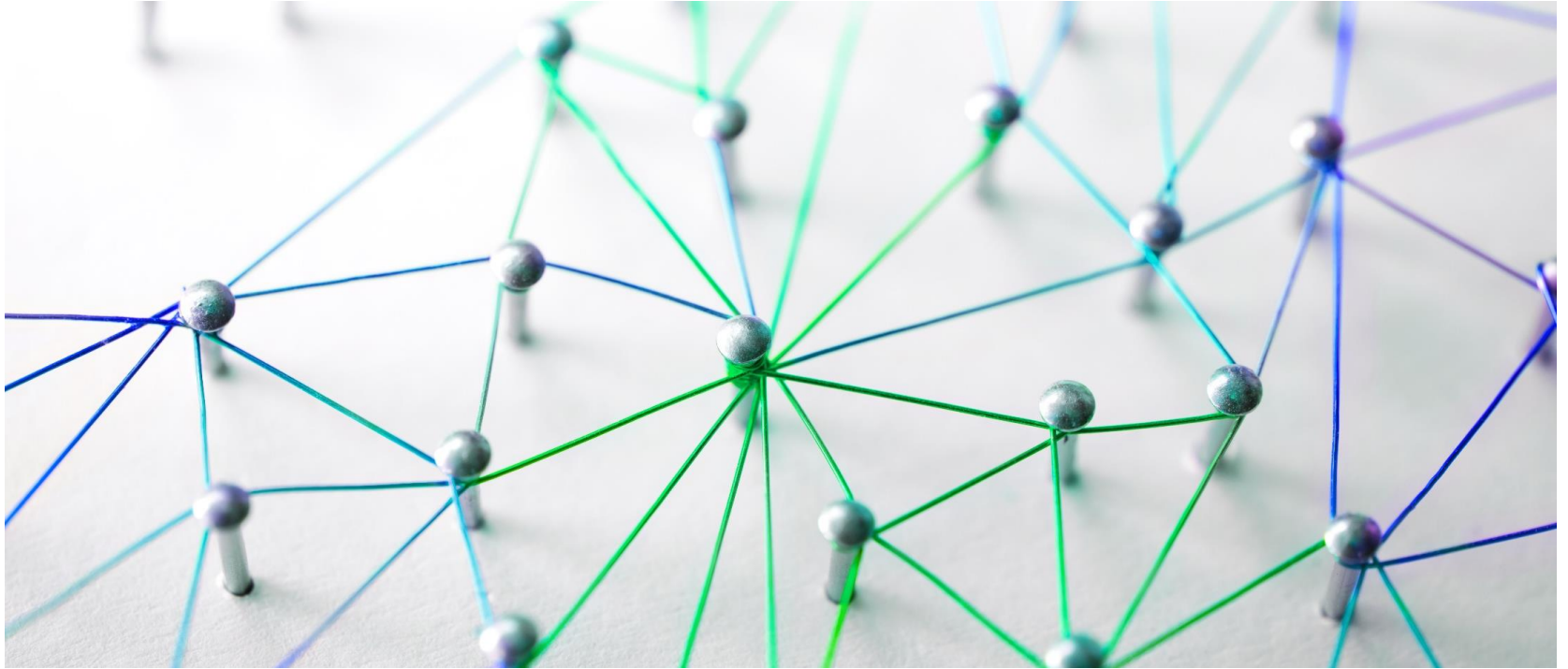
How do I obtain credible
environmental
information of customer
specific product variants?



How do I properly understand
and communicate
environmental information
and overcome customer
skepticism?

How do I incorporate
environmental information
with our products value
proposition and tailor to
customer specific needs?

It takes an ecosystem to tackle challenges...



CPQ software – configure, price, quote...



Configuration

Result

Customer needs

Chassis

Body

Fuel Tanks

Powertrain

Cab

Auxiliary items

Services

☐ Polar

☐ Dry

☐ Tropical

☒ Continental

☐ Mild

Usage

Market

USA

Emission standard

EPA 2017

Driving distance per year [miles]

10,000

Average cruising speed [mph]

100

Visualization

Pricing

BoM & SRs

Start

Side

Interior

Top

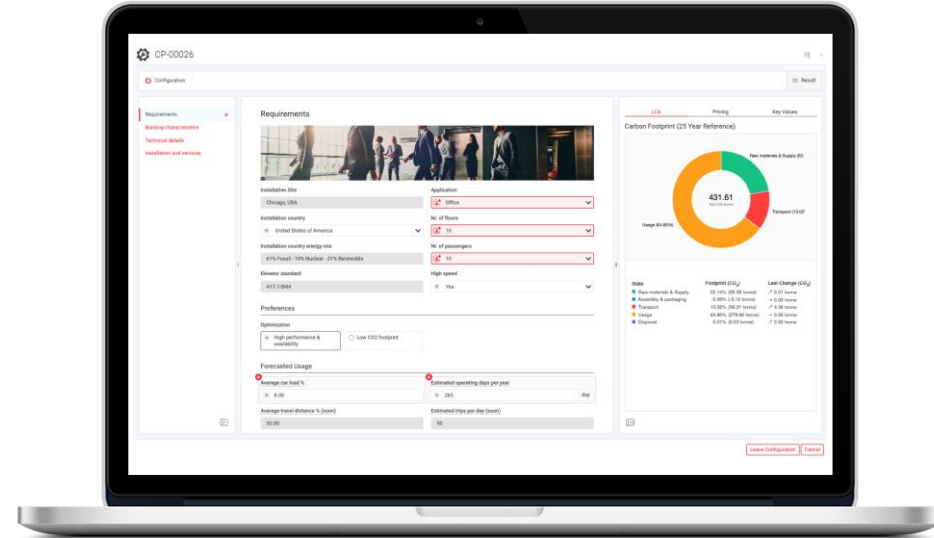
Summary

Parameter	Value
Application	Volume restricted goods

CPQ ♥ LCA: Environmental Footprint Configurator



- Integration between SimaPro Synergy and Tacton CPQ
- Gives the environmental footprint of individual product configurations.
- A **standardized approach** managed and maintained by LCA experts, that provides full transparency in the calculations when needed giving the Sales reps credibility

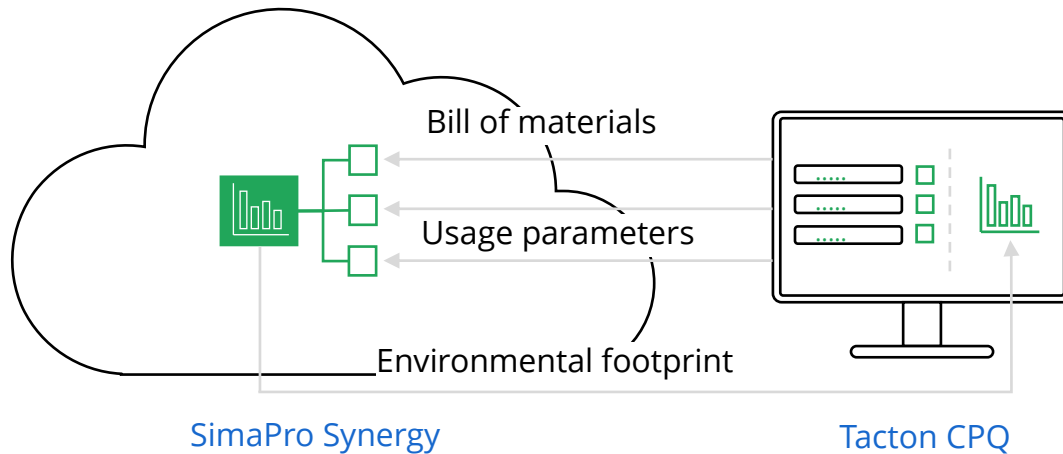


The easy-to-understand interface empower sales reps and customers to configure industrial equipment with minimal climate impact.

Fully integrated through APIs

SimaPro Synergy takes the bills of materials and selected usage parameters to calculate the footprint and provide instant, easy-to-understand environmental insights are given back to Tacton CPQ to be included in quotes and communicated to customers.

How it works...





By leveraging capabilities in both Tacton CPQ and SimaPro, we can create dynamic and instant LCA estimates at the time of sales for millions of different product variants. This will drastically reduce the cost of LCA calculations and empower sales reps and customers to configure industrial equipment with minimal climate impact.



Patrik Östberg, VP Product Management at Tacton

Let's make change happen...

Joeri Verheijden
Business developer
verheijden@pre-sustainability.com

