



**MCA**  
CONNECT

# TRANSFORMING PROPOSAL MANAGEMENT TO DRIVE EFFICIENCY AND GAIN INSIGHTS

**MAZAK OPTONICS CORPORATION  
CASE STUDY**



## ABOUT

Mazak Optonics Corporation is a global manufacturing leader of advanced laser-cutting solutions. Using technologies like IoT, AI, and others, Mazak Optonics aims to help customers transform their plants into smart factories.

## THE SITUATION

Mazak Optonics struggled to effectively update sales proposals and deliver the documents to their distributor sales force. They also lacked insight into sales leads and performance.

Updating sales proposals was a tedious, time-consuming task. It required editing a proposal in Word, converting the Word document into a PDF, converting the PDF into a fillable form, deleting unnecessary fields, saving the PDF, and then uploading the new document to the Distributor Sales Portal.

After each update, Mazak Optonics sent a mass notification asking their distributor partners to download the new proposal and delete the old one. However, some partners missed the notification or forgot to download the new document. As a result, potential customers received proposals with old or inaccurate information.

## AT-A-GLANCE

Mazak Optonics offers 50 laser models and leads the industry in the implementation of emerging laser technologies.

### CHALLENGE

Mazak Optonics' proposal management process was tedious, time-consuming, and inefficient. The company also had no way to track distributor sales leads and performance.

### SOLUTION

Using a custom Microsoft Power Platform solution, Mazak Optonics automated and enhanced the proposal management process, saving time and gaining insights with new metrics.

## THE SOLUTION

MCA Connect was partnered with Mazak Optonics on a separate Dynamics 365 implementation project when they learned about the proposal challenge. To solve it, the two companies worked together to create a custom solution using Microsoft Power Apps. This “low code/no code” service enables companies to build custom apps that connect to their data and work across the web and mobile devices.

The MCA team also helped Mazak Optonics create automated workflows and transform their data into actionable sales insights.

## RESULTS

### Thanks to the new solution, Mazak Optonics can now:

- ✓ **Save time** by updating sales proposals in minutes versus an hour or more. Modifying a proposal is now as simple as making a change in Word and saving the document.
- ✓ **Simplify the sales process** by ensuring proposals in the Distributor Sales Portal are always up to date. Distributor partners can now log on any time to get the accurate documents they need.
- ✓ **Gain actionable insights** by pulling analytics that illustrate current demand, sales drivers, distributor sales performance, individual performance, and more.
- ✓ **Improve customer satisfaction** by ensuring distributor partners guide customers to the best solution for their needs.



## ABOUT MCA CONNECT

As a seven-time Microsoft Partner of the Year, MCA Connect helps manufacturers enhance business outcomes using world-class processes built on the Microsoft Cloud. Contact us today for help finding gaps in your current business processes and strengthening your competitive advantage.

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