snap
tender

Systemair Reduces Tender Processing Time from Hours to Minutes

How SnapTender automated SKU matching and commercial validation across complex industrial tenders.

CORE RESULT
70%+ reduction in tender processing time

OPERATIONAL SHIFT
Processing changed from multiple hours to minutes

COMMERCIAL OUTCOME
Higher capacity with full commercial control

COMPANY
Systemair

INDUSTRY
HVAC Manufacturing

SALES MODEL
Industrial and project-based tenders

PORTFOLIO
Large technical product catalogue

DEPLOYMENT
EU-hosted cloud

EXECUTIVE SUMMARY

OUTCOME OVERVIEW

As tender volumes increased and product portfolios expanded, Systemair's sales and engineering teams faced growing operational pressure. In many cases, processing complex tenders required multiple hours per case, driven primarily by manual SKU matching and repeated validation steps.

SnapTender was implemented to automate tender analysis, product matching and commercial rule enforcement.

> **Tender processing time reduced from multiple hours to minutes, enabling a significant increase in capacity while maintaining full commercial control.**

THE INITIAL SITUATION

Systemair manages a very broad technical product portfolio across diverse markets. Many tenders arrive in structured formats such as Excel, often containing hundreds of line items requiring precise product selection and pricing validation.

- SKU matching was largely performed manually
- Engineers reviewed repetitive line items
- Pricing logic depended on individual expertise
- ERP systems were not designed for structured tender workflows
- Processing complex tenders required multiple hours

As tender volume increased, response capacity became a limiting factor.

THE CHALLENGE

- Reduce tender processing time
- Increase response capacity without increasing headcount
- Standardise pricing and margin logic
- Maintain technical accuracy and compliance
- Integrate into the existing ERP environment without disruption

The objective was not to replace commercial decision-making, but to remove repetitive workload while retaining control.

Industrial Tender Automation. Built for Speed and Control.

www.snaptender.ai

snap tender

THE SOLUTION

SnapTender was implemented as a structured tender automation layer integrated with Systemair's existing systems.

1. AUTOMATED TENDER INTAKE

Structured Excel tenders are uploaded and analysed automatically.

2. AI-BASED SKU MATCHING

Line-by-line product recommendations with transparent confidence indicators.

3. COMMERCIAL RULE APPLICATION

Margin thresholds, product preferences and approval logic applied consistently across tenders.

4. FOCUSED REVIEW PROCESS

Sales and engineering teams review exceptions rather than every line item.

5. STRUCTURED ERP EXPORT

Validated tender data is transferred into the ERP system for final offer generation.

The rollout was designed to integrate smoothly into existing workflows, without requiring heavy ERP customisation.

RESULTS

Results are presented as operational outcomes and commercial impact.

70%+ FASTER	HIGHER CAPACITY	LOWER WORKLOAD	CONSISTENT MARGIN	COMMERCIAL FOCUS
Processing time per tender was reduced from multiple hours to minutes.	Significantly more tenders per representative without adding headcount.	Technical experts focus on exceptions and complex cases.	Pricing and approval rules applied uniformly across teams and markets.	Sales teams spend more time on projects and customers.

"SnapTender standardised how we respond to complex tenders. Work that used to take multiple hours now takes minutes."

Pavel Novotny | Senior Application Director, Systemair

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TECHNICAL AND GOVERNANCE CONSIDERATIONS

- Integrated with existing Infor M3 ERP system, Viamidici ePIM, and Storyblok
- Structured approval workflow maintained

KEY TAKEAWAYS

- 70%+ reduction in tender processing time
- Higher tender capacity without additional headcount
- Reduced repetitive engineering effort

- Full traceability of product and pricing decisions
- EU-hosted deployment option
- No disruption to core commercial systems

SnapTender functions as a controlled automation layer rather than a system replacement.

- Standardised commercial rule application
- Seamless integration into existing system landscape

CONCLUSION

For industrial organisations managing large product portfolios and high tender volumes, manual SKU matching becomes a structural bottleneck.

Systemair replaced that bottleneck with structured automation: increasing speed, maintaining control and strengthening commercial performance.