



msg.Variant CoFE

Configure and **visualize**



You know your product. msg.Variant CoFE turns configuration into a buying experience. Products need explanation, msg.Variant CoFE makes selling easy. Do you always want to work with the latest data? It's simple with msg.Variant CoFE!

With msg.Variant CoFE (Configuration Frontend), your sales team can configure products together with the customer in a state-of-the-art environment using the SAP rule set. In addition to the SAP standard rule set, you can easily add additional information such as images and long texts directly in the easy to handle maintenance environment of the frontend.

The combination of both worlds - SAP front and backend - enables a comprehensive representation of your products for you and your customers, significantly contributing to your sales success.

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„We can conclude, that we shall never again work without the configurator. Of course we are aware it is an investment. However, we benefit from the professionalism, competence, and expertise that no one else in our competitive environment has.“

Ansgar Jost, Director Engineered Solutions, DENIOS AG

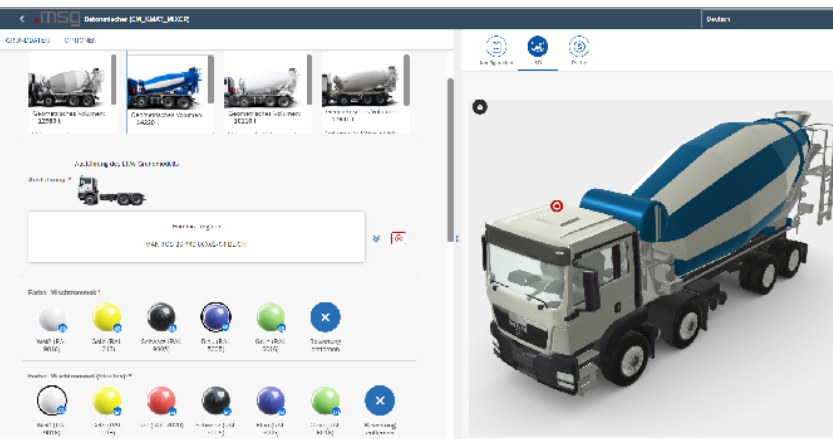


Key benefits

- Direct access to models in the SAP backend, eliminating redundant data storage
- Individual access to the frontend via an SAP document or through an external shopping cart function
- Integration of various 3D visualizations with live rendering for the configured product
- Real-time pricing based on current valuations, providing reliable information to the customer
- Product-specific administration interface allows individual presentation of features, images and text

The main features of our solution are as follows:

- Direct access to the model from the document or through a shopping cart function
- Order entry through the shopping cart directly in SAP
- Integration of various solutions for 3D visualization of the product based on configuration data
- A wide range of options for the enrichment of features or feature values with additional information such as images, long texts, etc.
- Definition and maintenance of different layouts for better visualization, also depending on the product
- On-demand, real-time pricing in configuration



The industry-neutral solution **msg.Variant** includes various modules and packages that allow you to optimize the SAP standard.

msg.Variant Modeling



Easy data maintenance in the business unit with a cloud-based no-code modeling environment.

msg.Variant Master Data



Accelerated master data maintenance, fully integrated into the SAP standard.

msg.Variant Create



Automated creation of material variants.

msg.Variant CoFE



Simplified sales configuration with an intuitive, modern user interface for your digitized sales process.

msg.Variant Calculation



Cost and time savings through simplified processes.



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