

ILOG Configurator

Powering online product and service configuration applications



Powerful sales adviser

Extending the industry-leading optimization technology of ILOG Solver, ILOG Configurator offers a unique solution that boosts sales and customer satisfaction by enabling buyer-oriented, easy-to-maintain online configuration applications that guide customers to the products or services that best suit their needs and budgets.

Customer-driven buying

ILOG Configurator puts the buyer in control, with wholly innovative constraint-based technology. Unlike other configuration solutions, ILOG Configurator allows the buyer to select product or service features in any order. It can also recommend the closest match between the customer's preferences and the available offerings. These capabilities empower even novice users to make informed buying decisions.

Rapidly updated sales strategies and catalogs

ILOG Configurator's open architecture is unmatched for quickly and easily supporting ever-changing sales strategies. Changes to products, features, services, options, promotions and prices can all be immediately performed without taking the application offline, thereby cutting the cost of maintenance. Intuitive problem modeling and sales strategy implementation further the competitive advantage of ILOG Configurator.

- Perfect sales adviser
- Sales strategy mapping
- Closest product matching
- Easy application updating
- Configure to promise



Perfect sales adviser

A sales adviser program is an application that instantly reacts to customer input by proposing products or services matching the customer's preferences. It updates its recommendations after each entry made by the customer. Throughout the process, the adviser applies strategies set by the seller, acting as a virtual sales representative. ILOG Configurator enables this to be done in real time, without the rigidity of predefined buying scenarios.

Sales strategy mapping

ILOG Configurator makes it easy to apply a company's sales strategies. For example, a company can favor certain product or service components by attaching configuration strategies that prioritize these components when recommendations are made to the customers.

Closest product matching

When an exact match cannot be made, ILOG Configurator's innovative optimization technology can find alternative solutions closely matching the buyer's preferences. Moreover, ILOG Configurator can explain why a perfect-match solution is not feasible, by extracting the rules and customer preferences that are in conflict.

Rapid modeling

ILOG Configurator can quickly model a product structure and the connection to its component catalogs. The declarative approach of configuration rules enables the developer to quickly model an ordering system, for an incredible time-to-market advantage, even for such sophisticated configuration applications as engineer to order and engineered configure to order.

Easy application updating

With ILOG Configurator, an application can be updated without being taken offline. As the rules can be uploaded dynamically from a catalog, product managers can create and edit them without affecting the configuration application. The product managers do not need formal training in programming to maintain the rules, and the coherence of data and configuration rules is automatically checked and any errors reported.

Configure to promise

Flexible, open and extensible, ILOG Configurator can easily be integrated and used with other optimization applications, including production planning and scheduling systems. Such coupling results in a greater return on investment and a tremendous competitive advantage, as orders taken with ILOG Configurator can be fed directly into a production management system. This lets a manufacturer respond to an order immediately, and quickly provide the buyer with accurate delivery information.

Innovative approach

ILOG Configurator differs from other technologies by considering all possible configurations simultaneously, instead of one at a time, without having to enumerate any of the possible interaction scenarios with the buyer.

"Siebel will cut the time and cost of development by using the pre-built ILOG modules in its configuration solutions because of the intuitive, object-oriented modeling and fast algorithms within the ILOG components. Further, we believe using ILOG components will give us a strategic advantage because their technology is ahead of anything else available."

– Chuck Ganapathi
Senior Director
Customer Order Management
Siebel



To learn more about ILOG Configurator, please contact an ILOG Sales Representative near you or visit our ILOG Web pages at www.ilog.com/products/configurator.

ABOUT ILOG

ILOG delivers software and services that empower customers to make better decisions faster and manage change and complexity. Over 2,000 global corporations and more than 400 leading software vendors rely on ILOG's market-leading business rule management system (BRMS), optimization and visualization software components, to achieve dramatic returns on investment, create market-defining products and services, and sharpen their competitive edge. The BRMS market share leader, ILOG was founded in 1987 and employs more than 600 people worldwide.

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