

# Carefree of Colorado Enhanced Complex Product Configuration and Boosted Sales with Configure One Cloud




## Challenge

Carefree faced outdated configuration systems that required specialized knowledge. Their highly configurable RV awnings—with billions of possible combinations—demanded a sophisticated, user-friendly solution that would integrate with their existing ERP system.

## Outcome

Configure One Cloud delivered complete integration between Acumatica ERP and Carefree of Colorado's website, automating 74% of part number creation, saving over three hours each day, and enabling 24/7 product configuration for dealers nationwide.

By implementing Configure One Cloud, Carefree of Colorado transformed their product configuration from a technical bottleneck to a competitive advantage. The comprehensive Configure, Price, Quote (CPQ) solution connected their ERP and website, eliminating errors, accelerating order processing, and reducing staffing needs while enabling around-the-clock quoting.

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|  Headquarters<br>Broomfield,<br>Colorado |  Website<br><a href="http://carefreeofcolorado.com">carefreeofcolorado.com</a> |
|  Founded<br>1971                         |  Sales Team Size<br>201-500  |
|  Revenue (USD)<br>\$60M                  |  Industry<br>RV Awnings and<br>Accessories<br>Manufacturing                    |

## Connected Systems Lead to Growth

Carefree of Colorado manufactures RV awnings with billions of possible configurations, making their product lineup inherently complex. The company had been successfully operating with an AS400 ERP system that included built-in configurator capabilities, alongside custom Java-based web configurators developed by their internal IT team.

As Carefree planned their business growth and ERP migration to Acumatica, they saw an opportunity to modernize their configuration technology. “We made our decision. We’re gonna move into a new ERP system,” explained Mark Ferguson, Director of IT at Carefree of Colorado.

However, they soon discovered that Acumatica's built-in configurator lacked the sophistication required for their complex products. Kathy Pizzo, who manages product configuration at Carefree, noted, “The built-in Acumatica Configurator was far more clunky than our internal folks were used to. It wasn't sophisticated enough to handle all the variances in our products.”

Most critically, they couldn't use Acumatica's configurator on their website—a deal-breaker since their customers configure products directly before placing orders. “We really liked what Configure One Cloud offered in terms of a future state,” Pizzo explained, particularly its integration capabilities with both their new ERP and existing website infrastructure.

# Complete Integration Across Systems

Carefree of Colorado discovered Configure One Cloud at an Acumatica Summit and recognized it as the answer to their configuration challenges. They implemented the CPQ solution to connect their new ERP system with their website, creating a unified configuration experience across all channels.



**Moving configurators into a system you can count on for the next 15 years and integrating with whatever software you throw at your stack—that's a big selling point.**

— Mark Fergason, Director of IT, Carefree of Colorado

The advanced rules engine in Configure One Cloud handles Carefree's highly complex product configurations without requiring custom coding. The platform automatically creates accurate bills of materials (BOMs) and item information, eliminating manual setup processes. When dealers or customers configure a product, the system instantly creates the part number in Acumatica with all required attributes.

“Configure One Cloud creates valid configurations through intuitive, dynamic questioning. It prevents errors in both configurations and pricing,” explains Kathy. “The platform's ability to integrate the exact same configurator into our ERP system and our customer-facing website ensures a consistent experience for everyone.”

The integration capabilities were a decisive factor in Carefree's selection process as were the rules-based engine that ensures every order is accurate and viable. As Kathy notes, “The Configurator is set up so you can't make a mistake. You can't set up a product that's not allowed, and you can't set up bills-of-material or pricing that have errors.”

## Key Outcomes:



**Automated 74% of part number creation** - The configurator generates 128 part numbers weekly compared to 40-50 manual entries, saving approximately 3.5 hours daily and eliminating the need for additional headcount.



**Enabled 24/7 self-service ordering** - Dealers across the country can now configure products anytime, reducing lead times and dramatically increasing online orders—February volumes reached levels typically seen only during summer months.



**Created a consistent multi-channel sales experience** - The same configuration system serves both internal teams and customers, ensuring error-free specifications, accurate pricing, and valid product configurations.



**Established a future-proof solution** - The configuration system operates independently from the ERP system, providing flexibility for potential system changes while maintaining configuration integrity.

# Connect Once, Configure Everywhere

Since implementing Configure One Cloud, Carefree of Colorado has transformed their product configuration process from a labor-intensive bottleneck to an efficient, error-proof system. The solution has replaced their disconnected systems with a single, reliable platform that serves both internal teams and external customers.



**The integration with our website is absolutely impactful. Many orders of configured products are coming through the website, 24/7 anywhere in the world versus having to have staff at their desk.**

– Kathy Pizzo, Product Configuration Manager, Carefree of Colorado

For Carefree's internal operations, the time savings have been substantial. The configurator saves 7-10 minutes per part number setup, translating to approximately 3.5 hours saved daily during regular periods and up to 6.5 hours during peak season. This efficiency gain effectively eliminates the need for additional headcount—a \$50,000 annual savings.

The impact extends beyond time savings. Configure One Cloud has improved forecasting capabilities by creating standard item numbers in the ERP system rather than the “pseudo” part numbers their previous system generated. This provides greater visibility into sales history and allows for more accurate demand planning.

For dealers, the 24/7 availability of the configuration system has reduced lead times significantly. Weekend orders that previously had to wait for manual processing on Monday can now be entered directly into the system, ready for processing first thing on Monday morning.

## Future Vision

Carefree of Colorado is just beginning to tap into Configure One Cloud's potential. As they build out more configurators, they anticipate even greater time savings—potentially eight hours daily—and expanded self-service capabilities for customers.

Their roadmap includes implementing the product's visual configuration features. “Eventually we would like to get to where we have a picture of an RV up there, and as you're configuring, you actually see the awning change,” explains Mark. This visual approach will further enhance the customer experience and reduce the learning curve for new dealers.

The company also plans to leverage these visual capabilities to improve internal communications with production teams, ensuring manufacturing accuracy matches design specifications. By continuing to expand their use of Configure One Cloud, Carefree is positioned for sustained growth without adding headcount.

## Connect Your Systems, Expand Your Market Reach

See how Configure One Cloud can turn complex product configurations into your competitive advantage.

Contact us today to find out how integrated configuration can save your team hours each day

[Book a Demo](#)