

CASE STUDY

FROM DAYS TO HOURS:
33% FASTER PROPOSALS.
10% LESS INTERNAL RESOURCES

THE CLIENT

BLS (Brännehytte Lagersystem AB) is one of the Nordic region's leading storage system providers. Based in Hillerstorp, Sweden, they're known for in-house production, flexible custom solutions, and attention to detail that guides customers from initial visualization through installation.

THE CHALLENGE

BLS saw an opportunity others were missing. The market was shifting—customers expected faster responses, and whoever could deliver speed without sacrificing quality would win more deals.

Their traditional workflow worked, but it wasn't optimized for growth. Every proposal revision required engineering resources. Solution designers waited on technical input for changes that seemed like they should be simpler. BLS knew there was untapped potential: what if they could empower their sales team to handle more independently?

The question wasn't whether they could keep up—it was whether they could pull ahead.

THE SOLUTION

NorrLab worked with BLS to develop a CET-based solution that embedded engineering intelligence directly into the sales process. Rule-based automation meant solution designers could now handle configuration changes that previously required engineering resources.

The system didn't just digitize their existing process - it eliminated the engineering bottleneck entirely, putting power directly in the hands of the sales team.

THE IMPACT

BLS now responds to proposals **33% faster** while **reducing internal resources for sales and order processes by 10%**. Solution designers make real-time adjustments without engineering dependencies.

The result? Faster proposals, empowered sales teams, and a competitive advantage in a market where speed wins deals.



"Solution designers can now carry out work tasks that previously involved resources from our engineering team. This results in a very quick turnaround so we can spend more time with customers and new sales."

— Oskar Lindén, Sales Manager, BLS



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