



Case Study APH Cabinets

How APH Cabinets successfully structured its quoting process for customizable kitchen cabinetry without slowing it down thanks to the Cieblink CPQ configuration tool.

A woman with glasses and a light-colored blazer is sitting at a desk, smiling as she looks at a large computer monitor. The monitor displays a software interface with various data fields and tables. The background is a bright, modern office environment.

APH CABINETS

Company Profile



For 40 years, APH Cabinets has been manufacturing custom cabinetry. Today, the company produces approximately **5 kitchens per day** and serves both **residential clients** (kitchens, bathrooms, walk-ins, etc.) as well as **contractors and property managers**.

Context

At APH Cabinets, quoting has never been the problem:

- It has always taken time.
- It has always required thinking.
- And it always will.

Because quoting a custom cabinetry project is not just clicking a button.

It involves:

- configuring each cabinet
- making precise choices
- thinking through the details
- avoiding omissions



“The bulk of the work is thinking and filling in the cabinets.”

— Michael Haineault,
Operations Director at APH
Cabinets

The real friction: everything around the quote

Before adopting Cienapps Software, APH Cabinets relied on multiple tools. The quote was created... then re-entered elsewhere, transferred elsewhere, and adjusted elsewhere.

Result:

Duplicated
information

Risk of errors

Inconsistent
data

Time lost
in transfers

Lack of workflow
fluidity between
departments

The problem wasn't the quote itself. It was everything that came after.

Configure once. Use everywhere.

The role of Cieblink at APH Cabinets

Today, APH Cabinets uses the Cieblink configurator (CPQ Cabinets) to create its quotes.

Each project is:

- configured based on the APH Cabinets catalog
- structured from the start
- ready to be used in the next steps

No double entry. No manual re-entry.



“We create the quote,
then transfer it.”

— Michael Haineault,
Operations Director
at APH Cabinets

Configure once. Use everywhere.

The role of Cieblink at APH Cabinets (continued)

The information no longer stops at the quote, because APH Cabinets now operates with a connected process.

1. Quote creation
in Cieblink

2. Price
generation

3. Transfer to
Cienapps ERP

4. Conversion into
an order

5. Work order
creation

6. Scheduling

What is a CPQ? (like the Cieblink configurator)

A CPQ (Configure, Price, Quote) is a tool that allows companies **to structure and automate the creation of quotes for configurable products**, such as custom cabinetry.

Instead of building each quote manually, the CPQ **guides the user through a series of choices:** dimensions, options, materials, configurations, etc.

Each selection automatically triggers:

- the correct configuration rules
- the correct possible combinations
- the correct pricing based on the company's logic

The CPQ is **customized for each company it is built for.**

It is based on the product catalog, business rules, pricing formulas, and configuration logic.

Everything is set up according to how the company actually sells.

The CPQ can be used:

- internally, by designers and estimators
- externally, through a web portal for contractors and clients

A quote that becomes an operational foundation

Before, the quote was a starting point. But the **information had to be reworked**

Today, the quote becomes a **reliable data source**. It feeds directly into other departments

What this changes in practice

- Information is **entered once**... in the right place
- No need to re-enter data, **reducing the risk of omissions and/or errors**
- All departments work with the **same information**
- Quoting, production, and installation are **all connected**



“We save time on everything else.”

— Michael Haineault,
Operations Director at APH
Cabinets

A reality that remains: mental load

Even with Cieblink, one thing remains true: **Quoting is still a demanding task.**

Because today, the configurator still relies on:

- memory
- logic
- attention to detail

The daily challenge: “Did I think of everything?”

(kickplates, fillers, dimensions, specific configurations, etc.)

**And this is where
the next step lies:**



Moving from mental to visual with Ciemetric

APH Cabinets is currently working on integrating Ciemetric Private Design into its process.

The goal: Not just configure, but see what you configure

What this will change:

- Today: Text-based configuration with risk of omissions
- **Tomorrow: Full visualization, immediate error detection, and instant pricing**

Expected benefits:

- Reduced mental load
- Fewer production errors
- Time savings
- Greater confidence in the quote



“When you can see it, you catch it.”

— Michael Haineault,
Operations Director at APH
Cabinets

Conclusion



With Cieblink, APH Cabinets didn't aim to go faster. **They aimed to be stronger.** APH Cabinets didn't turn quoting into automation. **They turned it into a foundation.**

A foundation that:

Feeds the entire
company

Reduces
friction

Secures
operations