



NUCLEUS
RESEARCH

CPQ Technology Value Matrix 2025

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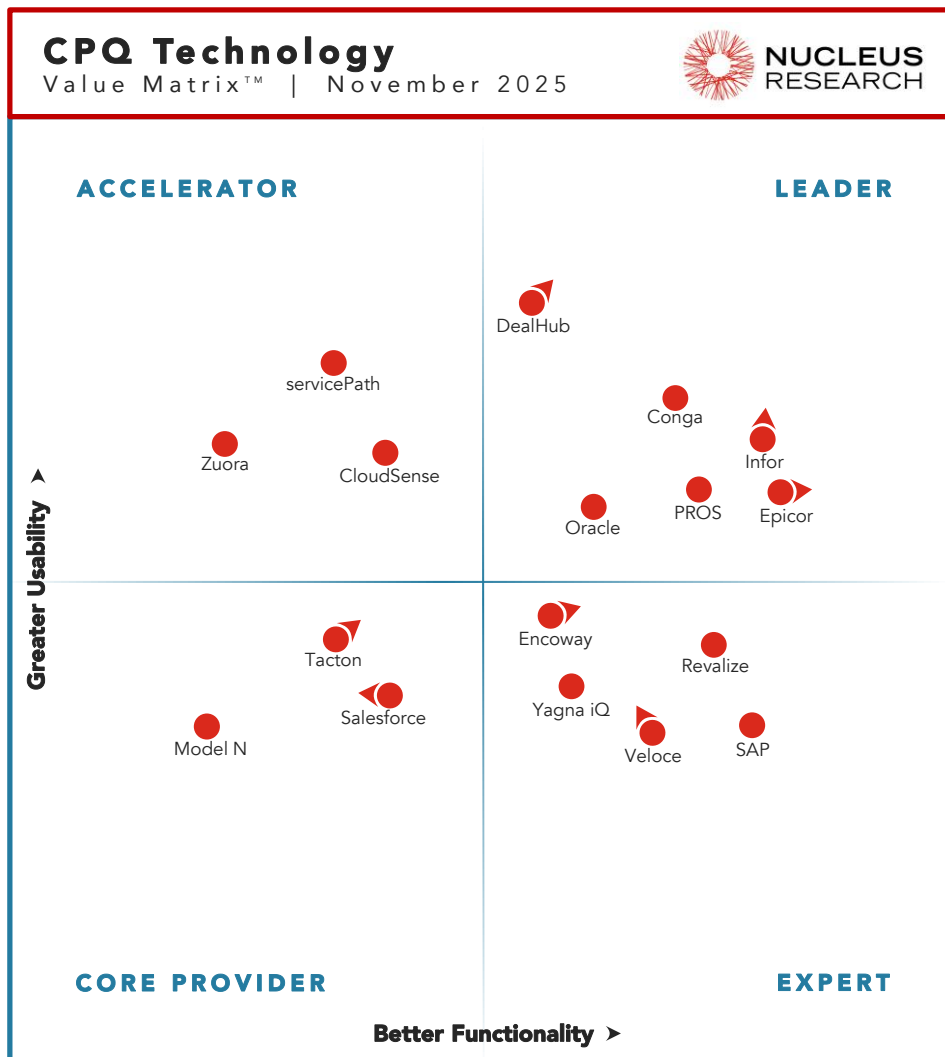
The Bottom Line

The Configure, Price, Quote (CPQ) market in 2025 is increasingly defined by the cost of inaction. Organizations delaying modernization face slower quoting cycles, higher error rates, shrinking margins, and revenue leakage that erode competitiveness over time. As macroeconomic uncertainty and pricing volatility persist, modern CPQ systems have evolved from tools of efficiency to platforms of agility, accuracy, and usability. Vendors are increasingly focused on reducing IT dependency, accelerating configuration speed, and integrating end-to-end revenue processes. Over the past year, Nucleus found that leading CPQ vendors have introduced new capabilities across configuration, pricing, and integration, each aimed at addressing the most common barriers to value. With CPQ now extending deeper into contracting, billing, and renewals, organizations are realizing faster time to cash, reduced leakage, and greater resilience amid constant market change.

Market Overview

The CPQ market continues to mature as organizations look to simplify complexity and increase agility across their sales and revenue operations. Nucleus analysis of CPQ customers across industries revealed consistent themes: growing product complexity, pricing volatility, and fragmented revenue processes. Manufacturers in particular are challenged by maintaining vast product catalogs with intricate compatibility, compliance, and customization rules, while many industries are contending with inflationary pressures and shifting material costs. Legacy systems built on static configuration and pricing logic are increasingly unable to keep pace with these dynamics, driving vendors to introduce more adaptive and intelligent capabilities.

As product complexity and pricing volatility rise, organizations are turning to modern CPQ platforms to replace rigid legacy systems with adaptive, intelligence-driven tools that simplify sales and revenue operations.



To address these challenges, CPQ vendors have focused development around four key areas: stronger configuration engines, real-time pricing intelligence, end-to-end revenue integration, and expanded low-code tools. Modern configuration engines now use artificial intelligence to validate complex builds in real time, simplifying rule creation and improving accuracy across quotes. Dynamic pricing engines draw on live market inputs and historical deal data to recommend optimal prices and enforce guardrails automatically, allowing organizations to maintain competitiveness while protecting margins.

The extension of CPQ into revenue lifecycle management has also become a defining trend, connecting quoting to downstream processes such as contract management, billing, and renewals. This evolution is breaking down silos between sales and finance, reducing manual re-entry of data, and enabling faster, more consistent revenue recognition. At the same time, advances in low-code environments have empowered business users to manage workflows, rules, and integrations without relying heavily on IT resources, making platforms more adaptable to changing business conditions.

As CPQ becomes more deeply integrated with ERP, CRM, and commerce ecosystems, its role is shifting from a back-office efficiency tool to a strategic driver of growth. Modern platforms are enabling organizations to adapt faster, respond to market changes more effectively, and deliver a more seamless customer experience. Looking ahead, continued investment in artificial intelligence and usability will further expand CPQ's role in orchestrating complex sales processes and managing the entire revenue lifecycle with greater precision and flexibility.

In this year's Value Matrix, Nucleus evaluated select CPQ vendors based on the relative usability, functionality, and value achieved using their products (Nucleus Research X222 – Understanding the Value Matrix, December 2023). The report is intended to serve as a snapshot of the market, provide insight into how vendors are delivering value, and take stock of what can be expected in the future based on current investments.

Leaders

Leaders in the Value Matrix include Conga, DealHub, Epicor, Infor, Oracle, and PROS.

AI-driven configuration, dynamic pricing, and low-code design are transforming CPQ from an efficiency tool into a strategic growth engine, uniting sales and finance while enabling faster, smarter selling.

Conga

Built natively on Salesforce and optionally expandable to other CRM ecosystems, the platform supports enterprise-grade configuration, pricing, and quoting workflows while enabling faster time to value and lower total cost of ownership. With multi-level bills of materials (BOMs), robust pricing strategies (legume tier volume, ramp, related, formula, asset-based pricing), and a flexible packaging engine, Conga CPQ enables users to manage both simple and highly complex product and service-led deals. In addition, the platform can support hardware, software, services, subscriptions, usage-based offerings in a single quote.

From a usability standpoint, Conga emphasizes a “clicks not code” administration model, enabling business users to manage configuration rules, pricing templates, workflows, and renewal logic without heavy IT involvement. The platform supports mobile access and leverages native Salesforce integration, while unique value comes from capabilities such as Microsoft Office integration (via X-Author) allowing quote and contract edits in familiar Word/Excel interfaces. Conga CPQ also supports freestanding operation and omnichannel selling with unified catalogs, pricing rules, and cart execution across all channels. For example, its Digital Commerce module emphasizes API/SDK delivery of self-service and partner portals, unified product/pricing rules and cross-channel cart experiences.

For customers looking to unify the entire revenue lifecycle, from configure-price-quote through contract management, billing, and analytics, Conga offers the Advantage Platform. The Advantage Platform brings together CPQ, CLM, document automation, and revenue operations under a single data model. It enables cross-application orchestration, a shared AI/ML layer for predictive analytics, and common workflow automation spanning quote, contract, and revenue recognition processes.

Recent updates and announcements include:

► Omnichannel Commerce Enhancements

Conga has expanded its omnichannel commerce capabilities by enabling its CPQ and Digital Commerce engines to embed into self-service portals, partner sites and e-commerce platforms. According to the product page, the “Digital Commerce” module supports self-service, partner and direct sales channels, all drawing from a unified configuration and pricing engine so that users experience consistent pricing and rules across channels.

Conga CPQ combines enterprise-grade configuration and pricing with “clicks not code” usability, unifying quoting, contracting, and billing under one platform to streamline the entire revenue lifecycle.

► **Rebate Management Solution Launch**

Conga introduced a comprehensive rebate management module for CPQ, enabling businesses to design and manage customized promotions that reward customers upon meeting predefined purchasing thresholds. The integrated solution allows users to configure product-specific rebate programs to stimulate targeted sales and strengthen long-term customer relationships. By centralizing rebate data within the CPQ environment, organizations gain a unified view of rebate activity, improving visibility into margins and enabling better commercial negotiations. The module was developed to align closely with Conga CLM, recognizing that rebate terms are often established during contracting and fulfilled over time. Together, CPQ and CLM provide an end-to-end framework for managing incentive-based revenue agreements under a single platform.

Conga's new rebate management module brings incentive programs directly into CPQ, linking rebate design, tracking, and fulfillment with CLM to deliver a unified, end-to-end framework for managing incentive-based revenue.

► **Microsoft Dynamics Integration**

Conga broadened its ecosystem coverage in September 2025 by introducing an embedded CPQ experience for Microsoft Dynamics 365. This integration mirrors the deep Salesforce CRM experience already available, allowing Dynamics users to access Conga CPQ functionality natively within their existing interface. The update provides real-time synchronization between Dynamics and Conga's pricing, catalog, and configuration data models, ensuring alignment between quoting, contracting, and order management processes. The embedded experience also includes unified reporting and data synchronization across systems, enabling organizations using multiple CRMs to standardize on a single revenue lifecycle platform.

DealHub

DealHub serves a broad spectrum of industries including high-growth SaaS and subscription businesses, technology hardware and services, fintech, indirect or channel-led sales, and B2B manufacturers looking to modernize quoting and revenue operations. At its core the DealHub Revenue Hub unifies CPQ, CLM, subscription and Usage Billing, and revenue operations into a single low-code platform. Sales teams use guided-selling flows and smart product/price bundles to accelerate deal velocity, operations teams enforce pricing guardrails and approvals, and RevOps gains visibility and governance over the entire revenue lifecycle. Proposals and contracts are generated via branded DealRooms, enabling buyer-seller collaboration, real-time buyer engagement telemetry and seamless e-signature. The unified architecture means that quoting, contracting and billing, share a single

data model and process flow, reducing deal cycle time, error rates and discount leakage. Key differentiators include its no-code configurator that empowers RevOps rather than requiring heavy IT involvement, and native CRM/ERP integrations including Salesforce, HubSpot, and Microsoft Dynamics. In addition, DealHub also provides an API-first headless quoting engine suitable for PLG and self-service flows, and the strong focus on consumption/usage-based pricing support. Users frequently cite rapid time-to-value, strong seller adoption (due to intuitive UX) and the ability to retire legacy CPQ stacks without sacrificing control.

Recent updates and announcements include:

► **Introduction of Headless, API-First CPQ Architecture**

DealHub introduced a composable, API-first architecture designed to support *headless quoting* and revenue automation. This new framework allows enterprises to embed the DealHub CPQ engine directly into any channel, such as e-commerce sites, customer self-service portals, or partner-led quoting tools while maintaining consistent pricing, discount, and compliance guardrails. The shift to a modular, API-driven structure gives organizations greater control over where and how quoting happens, enabling fully integrated, omnichannel revenue operations without compromising governance or performance.

► **Enhanced Enterprise CLM**

DealHub expanded its native Contract Lifecycle Management capabilities with a centralized contract repository and advanced approval workflows. This update streamlines collaboration between sales, legal, and finance teams by establishing a single source of truth for all agreements. Embedded audit trails, redlining automation, and clause-library integration reduce negotiation time and simplify compliance, further unifying the quote-to-contract-to-cash process.

► **Advanced Product Hierarchy and Dynamic Quoting**

The platform's quoting engine gained a new hierarchical catalog model that supports multi-tiered bundling rules and complex enterprise product structures. Combined with dynamic quoting logic, this enhancement enables accurate, flexible configuration for sophisticated offerings, such as multi-SKU bundles, ramp deals, and subscription hybrids, while maintaining real-time pricing precision. This evolution positions DealHub to better serve large-scale enterprises with intricate product portfolios and multi-region selling models.

DealHub unifies CPQ, CLM, billing, and RevOps in a single low-code platform, giving sales, finance, and operations a shared data model to accelerate deals, improve accuracy, and streamline the entire revenue lifecycle.

► Launch of DealHub AI (Beta)

In late 2025, DealHub launched the beta version of DealHub AI, focused on embedding trustworthy, contextual intelligence directly into revenue workflows. Rather than releasing a broad set of generative tools, the company centered its AI strategy on the unified data foundation of its platform. Initial beta features deliver real-time insights for deal analysis, dynamic pricing, and revenue performance, empowering sales and operations teams to move from manual review to autonomous, data-driven decision-making.

DealHub AI brings contextual intelligence into revenue workflows, delivering real-time insights for pricing and deal performance.

Epicor

Epicor CPQ is purpose-built for discrete and industrial manufacturers that sell configurable, engineer-to-order, and build-to-order products. The platform unifies visual configuration, pricing, quoting, and production automation into a single environment that links sales and manufacturing operations. Epicor CPQ integrates tightly with Epicor Kinetic ERP, as well as several other ERPs via API to generate manufacturing-ready outputs, including bills of materials, routings, and cut sheets, ensuring that what is sold can be immediately built. The solution serves sectors such as industrial equipment, automotive, electronics, and custom fabrication, enabling companies to manage complex configurations across channels while maintaining pricing accuracy and engineering integrity.

At the core of Epicor CPQ is a visual 2D/3D/AR configurator that allows users to build and view complex products in real time. The Snap Rules Engine drives the platform's logic, supporting compatibility validation, pricing governance, and workflow automation. Sales and engineering teams can model intricate assemblies, apply nested configuration logic, and produce instant visual renderings of custom designs. Configurations can be published to internal sales teams, distributors, or embedded within customer-facing e-commerce portals. The platform also enables dynamic pricing, such as volume-based or component-based pricing, and approval workflows that adapt automatically to deal parameters.

Epicor CPQ connects sales and manufacturing through a unified visual configuration and pricing platform, enabling real-time design, accurate quoting, and seamless handoff from order to production.

Epicor CPQ's differentiators include its robust visual engine, deep ERP integration, and strong governance framework for large-scale, multi-user deployments. By connecting front-end quoting to back-end manufacturing, Epicor CPQ eliminates rework and accelerates order-to-build cycles. Organizations leveraging Epicor CPQ typically report faster quote turnaround times, improved quote accuracy, and higher close rates in competitive engineer-to-order markets.

Recent updates and announcements include:

▶ **Concurrent Editing Notifications**

Epicor CPQ introduced a Concurrent Editing Notification System to alert administrators when multiple developers are modifying the same configurator simultaneously. This enhancement prevents overwrites and data loss, improving governance for large teams collaborating on shared configurations. The system tracks edit sessions and issues warnings in real time, preserving version integrity and accelerating development across distributed teams.

▶ **Multi-Line Quoting for Nested Configurations**

A new multi-line quoting capability enables sellers to treat individual components of complex assemblies as separate line items. This enhancement supports more flexible pricing workflows, allowing teams to model, discount, and quote nested configurations accurately while maintaining visibility into component-level costs.

▶ **Snap Global Functions**

Epicor added reusable logic blocks, known as Snap Global Functions, which let administrators define configuration rules once and apply them across multiple configurators. This streamlines development, reduces duplication, and makes future maintenance significantly easier.

▶ **3D Engine Advancements**

The visualization layer received major updates to improve asset handling, rendering performance, and animation fluidity. Enhanced support for large assemblies and dynamic lighting gives end users a smoother, more immersive product experience.

▶ **Epicor Prism Integration Initiative**

Epicor announced plans to integrate CPQ with Epicor Prism, a network of AI agents being developed to augment automation across the company's portfolio. Within CPQ, this initiative aims to introduce intelligent administrative assistants, conversational guidance for users, and automated configuration setup. The move marks the beginning of productized AI functionality inside Epicor CPQ, focused on reducing setup effort, improving end-user interaction, and accelerating time-to-value.

Epicor is embedding AI agents from its Prism initiative into CPQ, introducing intelligent assistants and conversational guidance to streamline setup, enhance usability, and accelerate time-to-value.

Infor

Infor CPQ is designed for manufacturers, distributors, and engineer-to-order organizations that require deep product configuration, visual selling, and seamless enterprise integration. The platform serves industries such as industrial equipment, automotive, building products, high-tech, and specialty manufacturing, helping organizations accelerate quoting, reduce order errors, and connect front-end sales directly with back-end production.

The solution combines guided selling, rules-based configuration, dynamic pricing, and immersive visualization to automate the quote-to-cash process. Every valid configuration automatically generates manufacturing-ready data, SKUs, BOMs, routings, and cut sheets, that feed directly into Infor ERP environments such as CloudSuite Industrial (CSI) and CloudSuite Automotive. This touchless conversion eliminates manual re-entry and ensures that the sold configuration is immediately buildable.

Infor CPQ's advanced 2D/3D and AR visualization tools allow customers and sellers to interactively configure products in real time, improving engagement and conversion rates while supporting guided upselling with live profit and margin insights. Integration with CAD and PLM systems synchronizes engineering data throughout the quoting process, closing the gap between design and sales.

Built on Infor OS, the platform supports single sign-on (SSO), centralized administration, and extensibility across Infor's ERP, CRM, and eCommerce ecosystems. A modular API framework and role-based permissions enable flexible deployments across cloud, hybrid, or on-premises environments, ideal for enterprises with complex product portfolios and distributed quoting teams. The result is a unified, automated, and error-free quoting environment that improves accuracy, speed, and customer satisfaction.

Recent updates and announcements include:

► **Expanded Visual Configuration and CAD Integration**

Infor enhanced its visualization and CAD interoperability by improving 3D design automation and adding a Creo CAS add-in that enables engineers to synchronize product models directly with quoting workflows. This update strengthens the design-to-quote connection and ensures that visualized assemblies reflect real manufacturing parameters

Infor CPQ unites configuration, visualization, and ERP integration to deliver a fully automated quote-to-build process, reducing errors and accelerating sales-to-production for complex, engineer-to-order products.

► **AI-Driven Configuration and Quoting**

A new multi-line quoting capability enables sellers to treat individual components of complex assemblies as separate line items. This enhancement supports more flexible pricing workflows, allowing teams to model, discount, and quote nested configurations accurately while maintaining visibility into component-level costs.

► **Revamped Enterprise Quoting Interface**

Infor introduced a redesigned Enterprise Quoting UI featuring new Infor Portal themes and deeper Infor OS integration. The refreshed interface delivers a cleaner, more consistent quoting experience across devices and aligns visually with the broader Infor CloudSuite design system, simplifying navigation for sellers and partners.

► **Industry Packs for Automotive and ETO Manufacturers**

Infor launched industry-specific configuration packs providing pre-built rules, pricing templates, and UI layouts tailored to automotive suppliers and engineer-to-order manufacturers. These packs shorten deployment timelines and reduce the need for heavy customization, helping customers accelerate time to value

► **Intelligent Pricing and Approvals**

Infor extended its pricing and approval engine with AI-assisted deal recommendations, dynamic pricing optimization, and guided approval workflows. These updates give sales teams real-time insight into profitability and compliance, allowing them to negotiate confidently while protecting margins.

► **Enhanced 3D Visualization Framework**

Infor upgraded its visualization engine with enhanced APIs, collision detection, snapping, and layout containers delivering smoother, more interactive product displays that enhance buyer engagement and provide richer spatial context for complex assemblies.

Infor CPQ's latest updates bring AI-driven pricing, flexible multi-line quoting, and industry-specific configuration packs, alongside a redesigned UI and enhanced 3D visualization, accelerating deployment and improving both seller productivity and buyer engagement.

Oracle

Oracle CPQ serves global enterprises across manufacturing, industrial equipment, high-tech, telecom, and energy that need high-volume quoting tied to complex ERP and supply chain processes. Natively integrated with Oracle Fusion Sales and tightly connected to Fusion ERP, the platform unifies guided selling, configuration, pricing, approvals, document generation, and order submission, reducing work between systems. Oracle emphasizes real-time, intelligent pricing that provides sellers with embedded price guidance and discount

governance inside the quote flow, helping protect margins while speeding deal cycles.

At the core is a strong rules engine for attribute-driven configuration and region/currency/channel-aware pricing, plus approval workflows that adjust based on deal size and risk. Oracle's Redwood experience is rolling into CPQ, modernizing the quote UI and enabling admins to provision a new Standard Commerce Process on release 25A for testing and rollout. Document generation is template-driven for proposals/SOWs, with variable logic, multilingual support, and CRM data pulls; recent Redwood-aligned updates continue to push automated doc creation tightly into the quote experience.

A key differentiator is process continuity across Fusion applications: the Sales-CPQ integration supports standard B2B motions (highly configurable products, dynamic pricing, branded docs), and Oracle's broader "Revenue Transformation" documentation shows how CPQ connects with Order Management, Receivables, and Revenue Management to operationalize order-to-cash.

Recent updates and announcements include:

► **Oracle CPQ 25A Release**

In January 2025, Oracle issued its 25A quarterly update introducing a redesigned Redwood Quote UI and expanded automation capabilities across the quoting workflow. The new Redwood Quote UI delivers a modernized interface with customizable headers, simplified navigation, and faster rendering of large configurations. The Redwood Quote Designer adds Live and Design modes that let administrators tailor layouts using pre-built themes and transition seamlessly from legacy pages. Updates to the Commerce Process include enhanced attribute management for special charges, shipping data, and reference fields, ensuring data consistency across Oracle Fusion systems. The release also expands Order Capture and eSignature functionality, enabling direct order intake from Oracle Commerce Cloud and automated signature routing through integrated workflows. Pricing advancements round out the update, introducing script-free extensible outputs for pricing matrices, greater scalability for complex price models, and improved interoperability with Fusion Pricing. Together these enhancements streamline the quote-to-cash process and deliver a cleaner, more intuitive experience for sellers and administrators.

Oracle CPQ connects configuration, pricing, and quoting directly with Fusion Sales and ERP, delivering intelligent pricing, streamlined workflows, and a unified order-to-cash experience for complex global enterprises.

► Oracle CPQ 25B Release

In May 2025, Oracle delivered its 25B update focused on configurator efficiency, AI-assisted content, and complex quoting acceleration. Enhancements to the Redwood Designer introduced drag-and-drop custom grid layouts and easier page personalization, allowing organizations to adapt quoting pages faster and more intuitively. New Generative AI-driven quote summaries enable sales teams to produce customer-ready overviews automatically, reducing manual editing and improving communication clarity. Oracle also enhanced Product Search with Part Custom Fields for more targeted and context-aware results. For advanced pricing, tier aggregation for volume pricing and a new price waterfall visualization improve transparency into discounting and margin impacts. Additional updates simplified the configuration of bundled orders and subscriptions via system configuration models and component-level covered-item assignments, while the CPQ Performance Reviewer tool identifies and mitigates performance bottlenecks in large-scale environments.

Oracle's 25B release enhances configurator efficiency and quoting speed with AI-driven summaries, improved pricing transparency, and expanded Redwood Designer tools for faster, more intuitive page customization.

► Oracle CPQ 25C Release

September's 25C update kept Redwood at the center of Oracle's innovation strategy, emphasizing usability, intelligence, and embedded AI. New Redwood Quote UI Preview Price Waterfall functionality delivers a transparent breakdown of charges and pricing logic directly in the interface. The introduction of an AI-Powered Quote Assistance Agent provides natural-language help within the Quote UI, enabling sellers to ask contextual questions and receive instant guidance. Redwood Quoting Enhancements add drawer-based editing, compact grid views, custom header banners, and action drawers for faster in-context interaction. Additional AI-driven features include product recommendations generated from historical quote data and a new Intelligence Portal that surfaces contextual suggestions to streamline configuration and discounting decisions. These improvements further Oracle's transition toward a more autonomous, data-guided quoting environment within Fusion Cloud.

PROS

PROS Smart CPQ serves large-scale B2B enterprises across manufacturing, distribution, technology, services and commerce sectors that require advanced configuration, dynamic pricing and intelligent quoting at scale. The platform is built upon the broader PROS real-time AI platform, combining guided selling, constraints-based configuration, pricing science, and quote generation to help organizations accelerate deal velocity, ensure accuracy and maximize margin. Through its cloud-native, API-first architecture, PROS Smart CPQ supports CRM-agnostic deployments and can embed into e-commerce, marketplace or partner portal experiences, making it suitable for enterprises seeking a unified configuration-to-quote engine across multiple channels.

The solution enables sellers to model large configurations, apply complex discounting strategies and manage subscription, usage or hybrid revenue models seamlessly. The pricing engine uses advanced neural-network-based algorithms to deliver price optimization, accounting for competitive markets, customer segments and cost-to-serve considerations. This integration of pricing science with quoting and configuration is a distinguishing feature of PROS Smart CPQ, delivering a tighter linkage between quote generation and profitable execution. For example, PROS claims to integrate pricing, configuration and real-time collaboration in one solution. In addition, PROS Smart CPQ integrates seamlessly with PROS Rebate Management, enabling organizations to administer rebate programs and tie them directly into pricing and quoting workflows. The unified solution enables businesses to define rebate types, automate create and process claims, monitor rebate program performance, and align rebate incentives with quote and order logic.

From a usability and deployment perspective, PROS emphasizes scalability, large-volume quoting, multi-channel support, complex rule sets and global deployments. The vendor's architecture is headless and designed to work across CRM, ERP, commerce and partner ecosystems, which appeals to enterprise customers managing complex SKUs, international pricing and multi-tier channel models.

Differentiators include the deep embedding of AI-driven price optimization into the CPQ engine, the multi-channel design, and the ability to serve both direct-sell and partner-sell motions with one platform.

PROS Smart CPQ combines advanced configuration, AI-driven pricing, and multi-channel quoting in a unified platform, enabling enterprises to accelerate deals, optimize margins, and scale complex global sales operations.

Recent updates and announcements include:

► **New Data Management Platform**

PROS launched a unified Data Management Platform that centralizes data loading/egress and monitoring, designed to serve as a single source of truth across Smart CPQ, Smart Price Optimization & Management, and Rebate Management. The release highlights operational dashboards, quality reporting, and alerts; it also emphasizes native connectivity and ecosystem integrations such as SAP S/4HANA, to simplify ETL and accelerate time-to-value for pricing and quoting use cases.

PROS introduced a unified Data Management Platform and embedded B2B AI Agents to streamline pricing, quoting, and rebate workflows.

► **B2B AI Agents across Pricing, CPQ, and Rebates**

PROS unveiled B2B AI Agents embedded in product workflows to help users navigate catalogs and assemble quotes, surface pricing anomalies, propose optimal rebate structures, and answer sales or performance questions in natural language with dynamic dashboards.

► **Collaborative Quoting and Subscription Enhancements**

PROS expanded collaborative quoting and subscription capabilities including adding bulk add for subscription products, ramp-period support (parity across Salesforce and Dynamics), and public subscription APIs to extend CPQ into surrounding systems.

Experts

Experts in the Value Matrix include Encoway, Revalize, SAP, Veloce, and Yagna iQ.

Encoway

Encoway is a CPQ vendor known for its ability to manage highly complex configurations without requiring deep technical expertise from end users. The platform provides a flexible and intuitive modeling environment that empowers non-IT personnel to build and maintain configuration and pricing rules through a drag-and-drop interface. This accessibility enables manufacturers and engineering-driven organizations to rapidly adapt their models to changing product portfolios and customer demands, reducing reliance on scarce development resources.

A key differentiator for Encoway is its advanced 3D visualization and configuration capabilities. The platform's integrated 3D engine allows users to visualize products in real time, perform direct modifications within the 3D space, and even enable augmented-reality experiences for customers and partners. These capabilities enhance accuracy in complex configurations, such as machinery, plant layouts, or modular equipment, while improving customer engagement and sales effectiveness.

Encoway also offers standard integrations with leading enterprise systems, including SAP ERP, Microsoft Dynamics CRM, and Salesforce, allowing organizations to embed CPQ processes directly within existing sales and operations workflows. This ensures a consistent data flow between quoting, order management, and production, reducing manual rework and improving quote-to-cash efficiency.

Recent updates and announcements:

► **AI-assisted model generation**

Encoway's new AI-assisted model generation feature leverages existing materials such as quotes and product sheets to automatically build product models. By streamlining model creation and reducing manual configuration work, organizations can accelerate the setup process for new products and improve time to market.

► **AI-powered translations**

Encoway introduced an AI-driven translation capability that automatically converts product data into multiple languages. This enhancement reduces the time and cost of localizing complex product catalogs and ensures consistency across global sales and service operations.

Revalize

Revalize delivers a dual-brand CPQ architecture tailored for different market segments: Configure One Cloud for enterprise manufacturers, and AutoQuotes for food-service equipment and supplies (FES) dealers, manufacturers and distributors. Configure One Cloud is designed for complex, engineer-to-order and make-to-order manufacturing environments, offering advanced product configuration, BOM generation, multi-level pricing, CAD automation and visualization. AutoQuotes, by contrast, focuses on the FES vertical, providing an extensive product database (over one million SKUs), CPQ design tools, quoting, and analytics for dealers, manufacturers and reps in that industry.

Encoway simplifies complex configuration with an intuitive, low-code modeling environment and real-time 3D visualization, enabling manufacturers to adapt quickly and deliver accurate, engaging, and error-free quotes.

For enterprise manufacturers, Configure One Cloud enables sales, engineering and operations teams to collaborate on complex configurations, automate pricing and quoting, convert quotes into manufacturing-ready orders (with BOMs, routings and part numbers) and eliminate manual hand-offs. Its integration hub supports CRM, ERP, CAD, e-commerce and PLM systems for a unified quote-to-cash chain. Meanwhile, AutoQuotes serves the FES industry by providing searchable catalogs, CPQ for dealers and manufacturers, order-status tracking, design-to-quote tools (AutoCAD/Revit), and features such as AQ Pay for click-to-pay capabilities in the quoting process.

Revalize's portfolio strategy enables organizations to choose the platform aligned with their vertical and complexity of selling model while benefiting from the broader Revalize ecosystem—including its Integration Hub, data analytics and visualization capabilities. Businesses that operate across manufacturing and dealer/distributor channels may implement Configure One Cloud for high-complexity quoting and AutoQuotes for high-volume dealer distribution quoting, gaining a best-fit CPQ model for each.

Recent updates and announcements include:

► **Configure One Cloud v2.3 Release**

In October 2025, Revalize launched the v2.3 update of Configure One Cloud, delivering enhancements such as smarter Guided Selling tools, cleaner 3D visuals with collision detection, advanced Salesforce integrations (including direct quote creation bypassing legacy objects) and a streamlined configuration admin experience. These updates reduce quoting complexity, accelerate deal velocity and improve sales-engineering alignment.

SAP

SAP CPQ is a cloud-native configure-price-quote solution built to serve enterprise sales teams that must handle complex product configurations, multi-channel quoting, and deep integration into ERP, CRM and commerce systems. The solution supports industries with high product complexity, such as manufacturing, hi-tech hardware, engineered systems, and telecommunications, by enabling guided selling, configuration constraints, dynamic pricing rules, quote document generation, and automated order conversion. The product seeks to streamline the entire quote-to-order process and reduce errors while maintaining margin protections and deal speed.

Revalize delivers dual CPQ platforms: Configure One Cloud for complex manufacturing and AutoQuotes for food-service equipment, offering tailored configuration, pricing, and quoting tools optimized for each industry's unique sales model.

At its core, SAP CPQ offers configuration optimization, enforcing compatibility rules, dependencies and variant logic, along with pricing flexibility for one-time, recurring and usage-based models, discounting governance, and full proposal generation. The solution supports large-scale quoting, including 10,000+ line items, integrates with CRM/ERP landscapes, and promotes accelerated quote-to-cash cycles. The platform can be deployed alongside SAP Sales Cloud, embedded into partner portals or e-commerce flows, and operated across geographies with multi-currency and multi-language support.

A notable differentiator for SAP CPQ is its alignment with the SAP ecosystem, offering tight integration with SAP ERP, SAP Billing & Revenue Innovation Management, SAP Sales Cloud, and other SAP solutions. The vendor documentation emphasizes that quote approvals, contracts, pricing, and fulfillment can flow through SAP-defined processes, reducing integration complexity for clients already using SAP landscapes. As enterprises increasingly look to transform their revenue operations, SAP CPQ positions itself as a strategic part of that stack, especially when configured quoting must feed into billing, manufacturing, service and renewals processes within an SAP-centric architecture.

Recent updates and announcements:

► **New REST API for Product Management**

In the 2502 release (early 2025), SAP CPQ introduced a new REST API for managing product data in bulk and improved Quote-2.0 editing capabilities, such as cost editability in Quote2.0, alternative and variant item types, improved business partner field configuration, and enhanced quoting layout templates. These enhancements offer administrators greater control over bulk product imports and quote configuration logic, enabling faster time to deploy and greater flexibility across variant-rich catalogs.

► **Bulk Pricing and Configuration Performance Improvements**

In the 2505/2506 release updates, SAP CPQ improved performance by enabling bulk VCP (Variant Configuration & Pricing) calls, allowing pricing for multiple items simultaneously rather than individually. The update also deprecated older UI templates (Classic Design) and strengthened the responsive layout engine for quotes and visual configuration. These changes reduce load and calculation times for large quotes and align the UI for modernized quoting workflows.

SAP CPQ streamlines complex quoting within the SAP ecosystem, uniting configuration, pricing, and order workflows across ERP, CRM, and commerce to accelerate quote-to-cash and ensure margin control for global enterprises.

Veloce

Veloce CPQ is an enterprise-grade configure-price-quote platform built natively on the Salesforce platform, designed to address the scalability and performance limitations that have historically constrained legacy managed-package CPQ solutions. Its architecture leverages Salesforce Lightning, Flow, and the core metadata model to provide a highly performant, flexible, and API-driven quoting experience while remaining fully native and secure within the Salesforce ecosystem.

The platform serves a wide range of industries, including high-tech manufacturing, financial services, healthcare, telecommunications, and subscription-based software, with particular strength in organizations managing complex pricing models, large product catalogs, or highly dynamic deal structures. It supports a broad set of capabilities including bundled and nested configurations, asset-based renewals, guided selling, multi-currency quoting, and dynamic pricing tables. Its architecture separates configuration, pricing, and rules logic to improve performance across large enterprise deployments.

One of Veloce's defining strengths is its performance-optimized data engine, capable of handling quotes with tens of thousands of line items and real-time recalculation across pricing tiers, currencies, and channels. The solution's Smart Rules Engine enables administrators to configure complex logic without heavy coding, combining declarative tools and reusable rules to streamline governance across business units. Veloce also integrates deeply with Salesforce Revenue Cloud, CPQ+, and Service Cloud, ensuring continuity between quoting, billing, and order-management processes.

Beyond traditional quoting, Veloce CPQ offers flexible APIs and composable services for embedding CPQ logic into partner portals, e-commerce sites, and external applications, providing organizations with omnichannel selling capabilities. These technical differentiators, native Salesforce foundation, high performance at scale, and modular APIs, make Veloce CPQ a compelling alternative for enterprises frustrated by the technical debt of older CPQ architectures.

Veloce CPQ delivers high-performance, Salesforce-native quoting with scalable architecture, declarative rule management, and API flexibility, enabling complex, omnichannel selling without the technical debt of legacy CPQ systems.

Yagna iQ

Yagna iQ is a multi-vendor, channel-focused CPQ platform designed to eliminate friction in the reseller and distributor ecosystem. Recognized as an Expert in the 2025 CPQ Technology Value Matrix, the platform directly addresses the “1000-portal problem” that plagues channel partners by allowing users to transact across multiple vendors, distributors, and end customers within a single interface. Rather than requiring separate logins or systems for each manufacturer, Yagna iQ consolidates these processes into one unified workflow, enabling faster quoting, renewals, and order management across the channel.

The platform’s multi-channel architecture supports a range of transaction types, from simple reseller quotes to multi-tier distributor deals and renewal automation at scale. This flexibility makes Yagna iQ particularly valuable in hi-tech and IT distribution industries, where vendors are shifting from perpetual licensing to recurring revenue and subscription models. Channel partners often deal with high transaction volumes and low individual dollar values, which can be costly to manage manually. Yagna iQ’s automation engine uses AI-powered quote intelligence to streamline these low-dollar, high-frequency transactions, minimizing human input while maintaining data integrity.

Yagna iQ also emphasizes ecosystem interoperability. The platform integrates seamlessly with existing ERP, CRM, and vendor quoting systems, ensuring that partners using other CPQ platforms (such as Salesforce, Oracle, or SAP) can run those configurators within Yagna iQ’s unified framework. This flexibility allows resellers and managed service providers (MSPs) to maintain vendor consistency while improving efficiency across quoting, pricing, and renewal workflows.

Through its intelligent quote-to-cash automation, embedded analytics, and AI renewal engine, Yagna iQ enables channel partners to cut cycle times, reduce operational costs, and accelerate cash flow. The result is a system purpose-built to scale channel operations while aligning with vendors’ evolving revenue models.

Accelerators

Accelerators in the Value Matrix include CloudSense, servicePath, and Zuora.

Yagna iQ unifies multi-vendor quoting and renewals for resellers and distributors, using AI-driven automation to streamline high-volume transactions and eliminate friction across complex channel ecosystems.

CloudSense

CloudSense offers a platform purpose-built for organizations with complex subscription and service portfolios. The platform is widely used across telecommunications, media, utilities, and enterprise technology, where teams need to configure multi-layered solutions, manage in-life changes, and move from quote to fulfillment with speed and accuracy.

CloudSense connects the entire sales and delivery chain, from guided selling and quoting through to order capture, provisioning, and billing. Sellers can quickly configure combinations of hardware, software, and SLAs while maintaining real-time visibility into pricing and margin. Dynamic deal scoring highlights which opportunities are most likely to convert and which deliver the strongest profitability, allowing teams to focus on the most valuable deals.

The Quick Quote capability enables sales representatives to send indicative quotes for budgeting or forecasting in seconds, helping customers understand price ranges early and keeping deals moving. As opportunities progress, the same configuration and pricing logic carry forward into formal quotes, eliminating rework. By automating repetitive workflows and approval chains, CloudSense reduces reliance on manual spreadsheets and shortens B2B sales cycles, helping teams reach the ideal price faster with less back-and-forth. Administrators benefit from no-code configuration, branded quote templates, and centralized catalogs shared across sales, partner, and e-commerce channels. Quotes can be generated and emailed directly from the CloudSense workspace, ensuring consistency and auditability.

servicePath

servicePath CPQ+ is a configure, price, quote, and lifecycle-management platform built from the ground up to simplify complex quoting for enterprise service providers. Designed by industry veterans who experienced the challenges of spreadsheet-based quoting, the platform targets telecommunications, IT services, managed-service providers (MSPs), software vendors, and value-added resellers seeking faster, more accurate deal execution.

servicePath CPQ+ delivers a solution-first approach to quoting. Sales teams can model cost-to-serve, create multi-year scenarios, and configure complex product-and-service bundles through guided workflows. Wizards ensure customer requirements are captured correctly, while approval rules automatically route exceptions for managerial or engineering review. The platform's automated workflows

CloudSense streamlines complex subscription and service sales by connecting configuration, quoting, and fulfillment in one platform.

servicePath CPQ+ simplifies complex service quoting with guided workflows and automation, replacing spreadsheets with faster, more accurate deal execution.

eliminate the manual back-and-forth that slows enterprise sales, ensuring the right information reaches the right stakeholder every time.

The system's quote engine merges pricing data, configurations, and documentation, including diagrams, drawings, or spec sheets, into a professional proposal with one click. Templates guarantee brand consistency across geographies, while multi-currency and self-serve configurator capabilities support cost-plus, territory-based, and usage-based pricing models. In addition, a unified document repository provides visibility into customer histories, quotes, and renewals, enabling organizations to manage the entire revenue lifecycle from a single workspace.

Comprehensive deal dashboards and financial reports deliver a wholistic view of every opportunity, including projected revenue and margins, helping executives evaluate pipeline health and sales performance in real time. Administrators benefit from a no-code environment, and product catalogs, workflows, and pricing models can all be maintained through configuration menus. User- and role-based permissions, complete audit logs, and full CRM/ERP integration ensure governance and security for global deployments.

Zuora

Zuora CPQ is built to help sales teams and deal desks quote confidently in an era where revenue models are evolving beyond static subscriptions. Designed to support any combination of products, services, and discounts across the entire customer lifecycle, Zuora CPQ gives organizations the flexibility to manage complex quoting scenarios while maintaining alignment with finance, billing, and revenue recognition systems.

As organizations shift from one-time transactions toward recurring, consumption-based, or hybrid pricing models, the quoting process must adapt. Traditional CPQ systems often struggle to accommodate new sales motions like ramp deals, pay-as-you-go pricing, and multi-element contracts that blend hardware, software, and services. Zuora CPQ eliminates these roadblocks by offering a unified platform for quoting, contracting, and billing that aligns seamlessly with the company's revenue operations. This enables organizations to scale recurring revenue streams without compromising accuracy or control.

The platform equips users to quote for any deal type, whether it's a new sale, renewal, amendment, or usage-based modification, all within a single workflow. By integrating directly with Zuora Billing and Zuora

servicePath CPQ+ unifies pricing, configuration, and documentation into one-click proposals, providing real-time visibility into revenue, margins, and pipeline health through a secure, no-code platform.

Zuora CPQ connects quoting, billing, and revenue recognition in one platform, enabling flexible deal structures and seamless management of recurring, usage-based, and hybrid revenue models.

Revenue, the system synchronizes critical data between sales and finance, ensuring that every quote accurately reflects revenue schedules, billing milestones, and recognition rules. This connection eliminates the manual reconciliation that often delays deal closure and reduces friction between departments.

Zuora CPQ also includes built-in automation for discounting logic, approval routing, and revenue impact analysis, giving sellers real-time visibility into how each quote affects downstream financials. The result is faster quoting, higher data accuracy, and improved governance across the entire quote-to-revenue cycle.

Zuora CPQ automates discounting, approvals, and revenue alignment, enabling faster, more accurate quoting across the entire quote-to-revenue cycle.

Core Providers

Core Providers in the Value Matrix include ModelN, Salesforce, and Tacton.

ModelN

Model N CPQ is part of the broader Model N Revenue Cloud suite, designed to unify quoting, pricing, contract, and rebate management for organizations operating in highly regulated and margin-sensitive industries. The solution is most widely adopted across life sciences, high-tech manufacturing, semiconductors, and med-tech, where compliance, channel pricing, and revenue integrity are critical.

The platform's architecture centers on combining advanced configuration, pricing, and quoting with governance features for complex commercial environments. Model N CPQ supports multi-tier channel selling, partner and distributor pricing, rebate and incentive alignment, and integration with enterprise CRMs such as Salesforce and Microsoft Dynamics 365. Its Dynamic Pricing Engine uses rules-based logic to manage list, negotiated, and contract pricing with automatic enforcement of compliance thresholds, ensuring accuracy even for large multinational sales networks.

Unlike generic CPQ systems, Model N CPQ is built around industry-specific revenue processes. For example, in life sciences, it enables pricing and discount control across markets while supporting government price reporting. In high-tech and semiconductor use cases, the system links quoting to rebate, channel incentive, and deal-registration workflows, ensuring margin protection across global supply

Model N CPQ unifies quoting, pricing, and compliance for regulated industries, linking rebates, incentives, and analytics to protect margins and ensure revenue integrity across complex global channels.

chains. These features reduce leakage, accelerate deal approvals, and increase compliance confidence.

A key differentiator is Model N's native integration with Model N Rebates & Incentives and Model N Intelligence Cloud, which deliver unified analytics and predictive insight into deal profitability and channel performance. This positions Model N CPQ as more than a quoting tool, it becomes a governance and revenue-optimization layer that connects commercial execution to enterprise compliance requirements.

Salesforce

Salesforce has long been a major presence in the CPQ space, with Salesforce CPQ serving as a widely adopted solution for organizations seeking native quoting and configuration capabilities on the Salesforce platform. The product was particularly valued for its strong integration with Sales Cloud, approval workflows, and guided-selling features, helping customers manage standard discounting and quote creation processes directly within CRM. However, the platform's complexity, maintenance requirements, and limited scalability for highly configurable enterprise use cases have been consistent challenges for customers managing advanced product structures or multi-tiered pricing models.

As Salesforce transitions its strategy toward AI-driven automation across its portfolio, the company has begun to sunset Salesforce CPQ and shift customers toward its next-generation offering: Agentforce Revenue Management. This move reflects Salesforce's broader pivot away from static configuration tools and toward dynamic, AI-augmented revenue operations.

Agentforce Revenue Management combines the capabilities of quoting, pricing, and billing into a unified, AI-enabled architecture designed to handle modern revenue models, spanning subscriptions, usage-based pricing, and hybrid deals. Built natively within the Salesforce platform, it leverages Agentforce AI, Salesforce's agentic intelligence layer, to automate quote generation, recommend pricing adjustments, and simplify contract creation and renewals. While Agentforce Revenue Management is still in the early stages of rollout, it represents Salesforce's strategic direction toward AI-powered revenue lifecycle automation rather than traditional CPQ-only functionality.

Salesforce is sunsetting its legacy CPQ in favor of Agentforce Revenue Management, an AI-driven platform that unifies quoting, pricing, and billing to automate the entire revenue lifecycle.

Recent updates and announcements:

► **Sunsetting of Salesforce CPQ**

Salesforce announced plans to retire its legacy Salesforce CPQ and Billing products, marking a formal end-of-sale and long-term support wind-down. This change is part of Salesforce’s broader effort to modernize its revenue lifecycle capabilities and unify quoting, billing, and AI-driven revenue operations under a single product family.

► **Launch of Agentforce Revenue Management**

Salesforce recently unveiled Agentforce Revenue Management, a next-generation platform that integrates CPQ, billing, and AI automation under the Agentforce ecosystem. The new solution replaces Salesforce CPQ as the company’s primary revenue management offering and introduces AI-powered quoting, pricing recommendations, and predictive revenue forecasting.

Salesforce recently unveiled Agentforce Revenue Management, uniting CPQ, billing, and AI automation to replace Salesforce CPQ with a unified, intelligence-driven revenue platform.

Tacton

Tacton CPQ is a solution specifically designed for manufacturers of complex, configurable products, particularly those operating in engineer-to-order (ETO) or configure-to-order (CTO) environments. The platform is built for manufacturers of complex products, helping organizations generate accurate quotes in minutes, streamline quoting workflows, and reduce errors. The platform’s architecture emphasizes constraint-based configuration technology, which allows the system to validate technical compatibility, pricing rules, and manufacturability in real time. For example, Tacton’s “System Configuration” capability is designed to break large-scale configuration problems into smaller connected “chunks” allowing complex systems to be sold quickly while avoiding performance bottlenecks.

Tacton CPQ streamlines complex manufacturing sales with real-time configuration validation, 3D visualization, and seamless ERP and PLM integration for faster, error-free quoting.

Tacton supports guided selling, visual configuration (including 2D/3D tools and interactive visualization) and omnichannel quoting. Its visual configurator offers instant product visualization after each selection, enabling sales reps, partners or end-customers to understand what they are buying, as well as its implications. From an integration standpoint, Tacton CPQ connects with ERP, PLM, CRM and e-commerce systems, enabling data flows between front-end sales, engineering and manufacturing execution.

Differentiators for Tacton include its deep focus on manufacturing complexity, its constraint-based engine tailored for high-variance product portfolios, and its visual configuration capabilities that drive sales engagement and accuracy. It is particularly well-suited for companies that need to link quoting directly to production readiness, reduce engineering hand-offs and deliver sales experiences that handle large variant sets. With a user-friendly interface and an emphasis on speed and validity of quotes, Tacton aims to improve quoting accuracy, shorten sales cycles and reduce the cost of errors.

Recent updates and announcements:

▶ **Platform Integration**

In January, Tacton launched its “Connect to Anything” integration capability, powered by Workato, simplifying enterprise integrations for manufacturers. This capability helps manufacturers embed Tacton CPQ in broader ecosystems, supporting low-code connectors and orchestration across systems.

▶ **Acquisitions & Platform Expansion**

In October, Tacton announced the acquisition of Variantum, specializing in configuration lifecycle management, and Serenytics, an analytics provider, to broaden its platform beyond CPQ into fulfilment, service and analytics.