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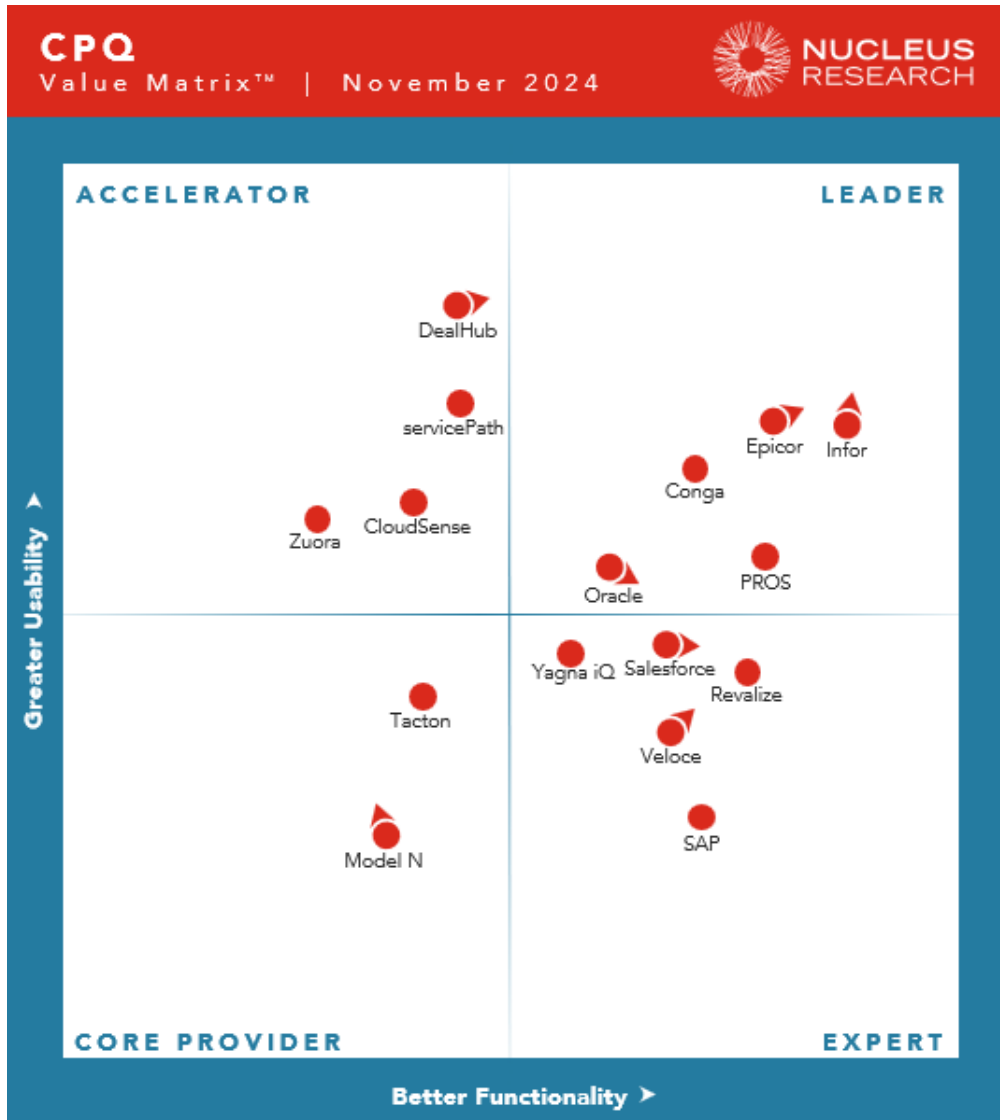
# CPQ TECHNOLOGY VALUE MATRIX™ 2024

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## THE BOTTOM LINE

As the Configure, Price, and Quote (CPQ) market evolves, modern solutions have expanded beyond basic quoting functionalities, optimizing complex sales processes through enhanced configurability, pricing precision, and automated quote generation. Deeper integration of CPQ platforms with CRM and ERP systems has enabled improved real-time data access and streamlined operations, strengthened by advanced analytics. Additionally, the introduction of neural networks, CAD integration, and AI-driven personalization in CPQ systems has driven significant advancements in sales accuracy and customer engagement. These technological advancements enhance operational efficiency and position CPQ solutions as critical tools in addressing intricate customer needs effectively.



## OVERVIEW

The CPQ market is currently experiencing significant growth, primarily driven by automation and the deeper integration of artificial intelligence (AI) and machine learning (ML). These technologies have revolutionized the CPQ landscape by facilitating predictive analytics and automated decision-making, greatly improving pricing strategies and minimizing errors in product configurations. The adoption of AI in CPQ systems has enabled a more nuanced approach to quote personalization based on comprehensive customer data analytics, which significantly optimizes sales outcomes.

One of the notable trends is the increasing use of neural networks to enhance forecasting accuracy and decision-making in CPQ systems. Neural networks analyze vast arrays of historical sales data, customer behaviors, and market trends, allowing for more precise demand predictions and optimized pricing strategies. This advanced capability supports dynamic and accurate quote adjustments in real-time, adapting to fluctuating market conditions and customer needs.

Another significant development is the integration of Computer-Aided Design (CAD) with CPQ systems, particularly in manufacturing and other industries with complex product requirements. This integration streamlines the design-to-quote process, allowing for automated generation of CAD drawings directly from CPQ specifications, which improves collaboration across departments, reduces manual errors, and enhances overall quote accuracy. Additionally, augmented reality (AR) is starting to play a crucial role in CPQ solutions, especially in sectors requiring detailed visualization of products, such as furniture and manufacturing. AR allows sales teams to offer virtual demonstrations of how products can be configured and customized, enhancing the customer experience and engagement during the sales process.

AI-driven personalization is also becoming increasingly prominent in CPQ systems. By harnessing generative AI, CPQ tools are able to offer highly customized product configurations and pricing options that are tailored to individual customer preferences and historical data. This trend is particularly beneficial in industries like healthcare, where personalized treatment plans and equipment configurations are crucial. In addition, the shift towards virtual and remote sales interactions has catalyzed the adoption of virtual CPQ solutions. These tools are essential for managing remote customer interactions efficiently, enabling sales teams to provide immediate responses and adjustments to customer queries and requests.

Looking forward, the CPQ market is poised for further innovations with continued investments in AI and ML. These technologies are expected to further refine the capabilities of CPQ systems, from enhancing user experiences with natural language processing to automating complex decision-making processes. As organizations increasingly prioritize efficiency and customization, the role of advanced CPQ solutions becomes ever more critical in navigating the complexities of modern sales environments, ultimately driving revenue growth and improving customer satisfaction.

## LEADERS

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

## CONGA

Conga retains its position as a leader in this year's edition of the CPQ Value Matrix. As a comprehensive solution, Conga CPQ operates on the new Conga Platform which aligns operations across the entire revenue lifecycle and is another option for users seeking improved performance and flexibility of Conga's open SaaS platform. This flexibility is further enhanced by its CRM-agnostic capabilities, allowing integration with any CRM system and supporting all cloud environments to prevent ecosystem lock-in. Developed with an API-first philosophy, Conga CPQ now supports complex configurations and pricing rules that can handle use cases with over 10,000 lines at strong performance levels. This system enables a unified buying experience across all channels, sales, partners, and self-service, allowing a seamless transition from one channel to another within the same transaction. The platform's guided configuration experience and deal guidance support optimal solutions within organizational parameters, promoting effective collaboration across sales, legal, finance, and operations.

Significant enhancements include full functional parity with previous Salesforce Platform capabilities, but with increased flexibility and performance. The Conga Revenue Lifecycle Cloud has evolved to serve as a single source of truth for all revenue events, providing an end-to-end view that fosters increased sales and higher margins.

Recent updates and announcements:

- **Platform Independence.** Conga CPQ has achieved functional parity on the Conga Platform, making it CRM-agnostic and capable of integrating with any cloud, enhancing its flexibility and performance.
- **Unified Buying Experience.** An API-first approach allows a seamless selling experience across sales, partners, and self-service channels, capable of handling large, complex transactions with over 10,000 lines.
- **Revenue Lifecycle Integration.** The platform now supports a single flow from quote to cash utilizing a unified data model, simplifying the quote to cash process and enhancing revenue management.

## EPICOR CPQ

Epicor CPQ maintains its leadership position in the 2024 edition of the CPQ Value Matrix. Epicor CPQ, natively developed without third-party reliance and available as either as a standalone platform or integrated with Epicor Industry ERP solutions, Kinetic, Prophet 21, and BisTrack, continues to drive simplification of the sales-to-manufacturing process and provides a visual buying experience across channels. The single-platform solution enhances sales of even the most complex products with seamless business system integration and

automated quoting, document generation, and manufacturing. It supports accurate and efficient operations, maximizing margins and customer satisfaction by embedding a configurator directly into webpages.

Epicor CPQ features a sophisticated, intuitive, visual rules engine to eliminate errors and streamline sales operations, enabling sales teams, distributors, and consumers to engage interactively with products on both mobile and desktop platforms. The system's enhanced 3D visualizations and AR capabilities elevate customer experiences by providing immersive graphics that improve understanding about product offerings for sales reps, distributors, and end customers.

Recent updates and announcements:

- **Enhanced 3D Visualization.** Epicor has introduced significant enhancements to its 3D visualization tools, including improvements to patent-pending Sketch & Extrude for greater design flexibility and Apple Vision Pro integration for spatial computing and augmented reality experiences.
- **Expanded Admin Functionality.** New features enable administrators to easily manage configurators, such as copying UI modules between them and applying single rules to multiple configurators for mass updates.
- **Optimized Technology and Integration.** Epicor CPQ now features conditional formatting options, enhanced integration with Epicor Kinetic and Epicor Grow, and the ability to add configured parts directly to the Part Master for streamlined manufacturing and ERP processes.

## INFOR

Infor is a leader in the 2024 edition of the CPQ Value Matrix, demonstrating a strong commitment to delivering bespoke functionalities tailored to a broad spectrum of industries. As a subsidiary of Koch Industries, Infor leverages substantial resources and partnerships to enhance its technology offerings. The heart of Infor's capabilities lies in its digital business platform, Infor OS, which seamlessly integrates with Infor Analytics among other modules to enable advanced AI capabilities, process automation, extensive data management, and system integration.

Infor's dedicated cloud solution, hosted on AWS, exemplifies the application of industry best practices with a focus on machine learning and analytics to drive efficient system operations and data-driven decision-making. This multi-tenant SaaS framework supports a comprehensive suite of applications, extending from customer relationship management (CRM) systems like Salesforce and Microsoft CRM to various ERP and ecommerce platforms, promoting an interconnected digital ecosystem.

The Infor CPQ solution excels in visual configuration capabilities, which include dynamic 2D and 3D modeling and augmented reality (AR) tools. These features are designed not only to enrich the customer interaction with realistic product visualizations but also to streamline the sales process by providing real-time, accurate manufacturing data, which includes automated generation of detailed CAD assemblies and documentation.

Recent updates and announcements:

- Platform Innovations. Infor has recently enhanced its CloudSuites with new technologies as part of its bi-annual release cycle, aiming to transform business operations and customer service with advanced automation and AI capabilities.
- Enhanced 3D Visualization and AR. Infor has continued to advance its 3D visualization capabilities, including improvements in design tools, which now allows greater flexibility and control for designers.

## ORACLE CPQ

Oracle CPQ continues to be recognized as a leader in the 2024 CPQ Technology Value Matrix. As part of the Oracle Customer Experience (CX) suite, Oracle CPQ is a cloud-driven application that excels in managing complex CPQ scenarios across various sectors including high tech, industrial manufacturing, life sciences, professional services, and more. The solution integrates deeply with Oracle's CRM, SCM, ERP, and B2B commerce platforms, enhancing its functionality, particularly in managing subscription quotations and payments. Oracle's Commerce Standard Process is designed to streamline and standardize quoting, ordering, integration, and other workflow procedures. This initiative aims to facilitate product standardization and ensure consistent integration elements across customer implementations. In addition, Oracle has enhanced its system with its Fusion CRM integration in the Oracle CPQ Integration Center, simplifying the management of CRM connections.

Recent updates and announcements:

- Oracle has released updates which include improvements to the Commerce Quotes UI, enabling easier navigation and management of quotes. The updates also extend the capability of the pricing engine to support complex pricing scenarios more efficiently.

## PROS

PROS maintains its leadership in the 2024 CPQ Value Matrix, distinguished for its advanced PROS Smart Configure Price Quote solution. This platform, built on AI, improves pricing accuracy and streamlines sales insights, enabling swift generation of tailored quotes. Its

flexible architecture supports extensive scalability across quotes, proposals, and RFPs, seamlessly integrating with PROS Smart Price Optimization and Management to deliver a cohesive omnichannel sales experience.

The AI-driven configuration and pricing capabilities of PROS Smart Configure Price Quote adapt from standard offerings to complex, multinational corporate requirements, particularly in sectors like manufacturing and distribution. A microservices architecture and an API-first approach ensure flexibility across various selling motions, while the PROS Performance Quoting Designer, a centralized tool, enhances the configuration and maintenance of quote computation logic.

PROS Smart CPQ features a modular, CRM-agnostic structure that supports diverse selling channels with robust CRM and eCommerce integrations. It excels in handling intricate product configurations and pricing scenarios, backed by a Real-Time Pricing Engine for rapid performance. The platform also offers dynamic, collaborative quoting, facilitating real-time, interactive quoting experiences that integrate seamlessly into existing portals or commerce systems

Recent updates and announcements:

- **Enhanced Quote Interface and Navigation.** PROS has redesigned its CPQ interface to optimize space on smaller screens, improving usability in complex quoting scenarios. The introduction of a new tab-based navigation component allows users to efficiently manage various stages of the quoting workflow.
- **Consistency Across CRM Systems.** Updates ensure that modifications in quote names within CRM systems like Dynamics and Salesforce are synchronized, enhancing consistency and accuracy across platforms.
- **Advanced Collaborative Quoting Features.** A new Collaboration Portal Dashboard has been added, which can be customized to match customer branding, alongside improvements in the UI for hierarchical product bundles and folders.
- **Integration with Microsoft Copilot for Sales.** This new connector allows sales reps to manage quotes directly through Copilot, streamlining the quoting process and enabling faster decision-making from within Microsoft 365 apps.

## EXPERTS

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

## REVALIZE

Revalize, recognized as an expert in the 2024 CPQ Technology Value Matrix, continues to specialize in providing CPQ solutions tailored to niche business sectors such as manufacturing, engineering, and food service equipment. Its portfolio includes FPX for discrete manufacturers, Auto Quotes for food service equipment and supplies, and Configure One Cloud, which collectively offer advanced functionalities to handle complex, engineered procedures and product configurations.

Revalize's solutions seamlessly integrate both front-end and back-end services with major platforms including Adobe, IBM, Oracle, SAP, and Salesforce, ensuring a robust connectivity across different systems. The company focuses on the B2B landscape, delivering comprehensive configuration capabilities for highly personalized products. This ensures that enterprises maintain consistent brand representation and meet specific product criteria while accommodating geographically-centered sales and adjustable constraints.

Recent Updates and Announcements:

- **Operational Enhancements and Acquisitions.** Revalize has recently expanded its operations in Europe with significant acquisitions, demonstrating its commitment to enhancing its software solutions and supporting global manufacturers. These expansions are geared towards improving supply chain efficiencies and integrating advanced software capabilities into everyday manufacturing processes.

## SALESFORCE

Part of Salesforce's Revenue Cloud, Salesforce CPQ is designed to streamline the sales processes for various industries, offering robust tools for managing products, quotes, orders, contracts, and subscriptions. The platform automates critical processes such as duplicate payment detection, real-time price adjustments, and automatic renewal reminders, enhancing operational efficiency and reducing the scope for errors. These features are particularly valuable across diverse sectors including technology, healthcare, manufacturing, and financial services, where Salesforce CPQ adapts to the unique sales and pricing complexities of each.

Salesforce CPQ integrates Salesforce Einstein, an AI component that enhances the platform by providing guided pricing and product recommendations, which helps sales teams optimize their quote-to-cash cycles. The solution also features advanced approval workflow customizations, which speed up the approval processes and enhance visibility for managers, ensuring that quotes are processed efficiently and accurately.



#### Recent Updates and Announcements:

- **Support for Complex Configurations.** Salesforce CPQ now supports more intricate nested bundle configurations. This enhancement allows users to configure products with up to three layers of nested child products, including two levels of nested bundles and one level of nested options, providing greater flexibility and precision in product offerings.
- **AI and Digital Transformation Initiatives.** At Dreamforce 2024, Salesforce unveiled a series of AI-driven innovations aimed at better streamlining internal operations. These innovations include advanced AI capabilities integrated into the CPQ platform, which automate and enhance decision-making processes for sales configurations and pricing strategies.

## SAP

SAP CPQ is recognized as an expert in the 2024 CPQ Technology Value Matrix, serving enterprise-level organizations across diverse sectors including automotive, financial services, high-tech, manufacturing, retail, insurance, and communications. The platform excels in managing large-scale quotation processes, capable of handling quotes with over 10,000 lines, showcasing its robust scalability and integration within the extensive SAP tech ecosystem. This seamless integration enhances cohesion and efficiency, enabling the leveraging of extensive customer data and built-in functionalities of the SAP suite, thereby empowering sales teams to refine strategies and utilize AI for optimal pricing suggestions.

SAP CPQ's latest updates have focused on enhancing user experience and broadening functionality through significant investments in third-party integrations with various ERP and CRM platforms, further enriching the customer experience by simplifying interactions across different systems. These enhancements ensure that SAP CPQ remains at the forefront of CPQ technology, providing tailored solutions that streamline complex sales processes.

#### Recent Updates and Announcements:

- **Performance Enhancements.** SAP recently introduced performance improvements for large configurable models with options to manage attribute evaluations and pricing recalculations more efficiently. This update significantly boosts the system's responsiveness, enhancing the overall user experience.
- **User Experience and Configurator Improvements.** New features have been added to improve the configurator user experience, such as better conflict resolution during product configuration and enhancements in the visual display of configuration options.

## VELOCE

Based in San Francisco, Veloce is recognized as an Expert in the 2024 CPQ Technology Value Matrix. Rooted in Salesforce, Veloce continues to deliver specialized CPQ solutions designed to enhance Salesforce's capabilities and align with an organization's existing sales strategies. Known for its high-performance configurator, Veloce handles up to 50,000 line items with sub-second response times and provides guided selling tools that aid in the rapid generation of accurate, personalized quotes.

Veloce's platform features a powerful stateful configuration engine and an API composer, which facilitate easy integration across various channels and applications. The past year saw several enhancements to Veloce's offerings, including a compatibility matrix for product inclusivity and exclusivity, advanced shopping cart features for customized bundling, and a guided selling builder for easier setup and maintenance. These innovations highlight Veloce's commitment to improving functionality and adaptability in its CPQ solutions.

Recent Updates and Announcements:

- **Product Model Administration IDE.** Veloce has introduced an intuitive web-based tool that allows users to build complex product configurations quickly and easily. This Product Model Administration IDE supports a straightforward point-and-click interface for creating configurators, along with the ability for experienced modelers to write directly in Veloce's Product Modeling Language (PML), which includes syntax checking and intelligent auto-complete features.

## YAGNA IQ

Yagna iQ, recognized as an Expert in the 2024 CPQ Technology Value Matrix, continues to specialize in solutions for the channel, particularly resellers and distributors. Its multi-vendor, multi-channel CPQ system simplifies complex vendor management by eliminating the need for individual vendor logins, effectively addressing the "1000-portal" problem. This integration capability allows Yagna iQ to support transactions across vendors, distributors, resellers, and end-customers within a single transaction workflow, a unique feature that sets it apart in the market.

Yagna iQ's platform is particularly valuable in sectors shifting from perpetual to recurring revenue models, such as the hi-tech industry. Its AI-powered automation streamlines low-dollar, high-volume transaction processes for renewals, significantly simplifying channel operations. Moreover, the platform's multi-vendor CPQ solution not only alleviates the login burden for resellers and MSPs but also integrates seamlessly with existing systems, ensuring that configurators from other CPQ providers can operate alongside Yagna iQ's solutions without disruption.

Recent updates and announcements:

- End Customer Engagement. Yagna iQ introduced an End Customer Persona, enhancing customer onboarding and allowing end-customers to edit quotes shared by resellers.
- AI-Powered Enhancements. The platform now supports AI-powered renewals quote formats for various vendors and includes renewal quotes with historical pricing data and stats for more informed decision-making.
- Compliance and Integration Enhancements. New user audit trails enhance platform compliance capabilities, and integration with platforms like TDSynnex Renewsolv and Cisco CCW for large quotes has been implemented.
- Enhanced Subscription and Partner Features. Yagna iQ now offers complete end-to-end support for subscriptions, features for T1 and T2 partners such as RFQ, multi-vendor quotes, and a new CRM integration framework, notably with Salesforce.

## ACCELERATORS

Accelerators in the Value Matrix include Cloudsense, DealHub, ServicePath, and Zuora.

### CLOUDSENSE

CloudSense, recognized as an Accelerator in the 2024 CPQ Technology Value Matrix, is engineered on the Salesforce platform and is particularly tailored for B2B organizations within sectors like data centers, media, utilities, and communications. The solution boasts a comprehensive range of capabilities including product cataloging, order administration, contract handling, document generation, and digital commerce. Its product catalog utility enables businesses to easily introduce new offerings and configure both static and dynamic bundles using low and no-code features, enhancing accessibility for non-technical users.

CloudSense integrates all pricing details, product specifics, and services into a unified master catalog, which facilitates deal optimization, streamlines approval routines, and manages discounts through an integrated platform. Its contract management tool, integrated seamlessly with Salesforce, accelerates sales operations by infusing Salesforce data directly into contracts.

The platform recently launched Telco One, a comprehensive solution designed to meet the complex needs of today's communications service providers and managed service providers. Telco One is noted for its robust documentation and user guidance, which

simplifies the configuration process and reduces implementation risks, thereby accelerating the quote-to-cash cycle through optimized workflows.

Recent Updates and Announcements:

- **Expansion in B2B Selling.** In its latest release, CloudSense has enhanced its capabilities to increase the speed and efficiency of B2B sales, particularly for customers in the Communications, Media, and Utility sectors. This update focuses on increasing operational efficiency and customer service quality.

## DEALHUB

In the 2024 CPQ Technology Value Matrix, DealHub.io continues to excel as a Facilitator, noted for its comparatively strong usability. Serving a variety of industries including B2B technology, finance, manufacturing, and professional services, DealHub's platform is designed to enhance and streamline the entire sales cycle. The no-code, scalable framework of DealHub significantly reduces reliance on IT resources, facilitating rapid adoption across organizations. Its intuitive interface and swift deployment are key factors in its selection by organizations seeking efficient sales solutions.

DealHub's CPQ functionality refines the quotation process by providing sales teams with a variety of collaborative tools that enhance efficiency and accuracy. The platform features real-time alerts and monitoring, enabling sales teams to receive immediate updates on buyer activities and interactions, which supports timely responses and strategic adjustments. Customizable DealHub Playbooks offer guided selling flows based on predefined questions, fully tailored to each organization's specific workflows, assisting sales personnel by suggesting optimal actions, queries, products, and pricing strategies. Additionally, DealHub's dynamic quoting tools support complex pricing models and multi-tier configurations, accommodating a broad range of products and services. The system ensures that updates are seamlessly synchronized across CRM, ERP, and other integrated systems, maintaining data integrity and consistency.

Recent Updates and Announcements:

- **Democratized CPQ Features.** DealHub has continued to democratize CPQ by overcoming traditional barriers such as high total cost of ownership, dependence on code, inability to absorb unique business processes, and the risk of failed implementations.
- **Precision Decimal Rounding.** Enhancements include precision decimal rounding capabilities tailored for compliance with currency conversion requirements.
- **Enhanced UX/UI.** A new UX/UI release promises a more intuitive and efficient user interface, improving user engagement and ease of use.

- Deal Desk Dashboard. A Deal Desk dashboard has been introduced for enhanced deal management, coupled with customizable user notification preferences for a more personalized user experience.

## SERVICEPATH

servicePath, an Accelerator in the 2024 CPQ Technology Value Matrix, is recognized for its scalability and capacity for rapid implementation. Specializing in quote-to-cash solutions, servicePath caters to organizations that frequently integrate acquisitions into a unified platform via robust API integrations into ERP systems. With a background in telecommunications, servicePath has a deep understanding of the specific needs of vertical markets, enabling it to help users streamline complex quoting processes effectively. The platform's 'cost to serve' model provides detailed insights into cost structures, facilitating intricate cost modeling seamlessly within the system. This model supports a comprehensive understanding of utility or usage pricing and the nuances of recurring revenue, making it especially adept at managing multi-year contracts and enhancing upselling and cross-selling opportunities throughout the contract lifecycle.

Recent Updates and Announcements:

- Advanced Product Management: servicePath has introduced enhancements in product management capabilities, aimed at accelerating operations and decision-making processes. These improvements support complex stakeholder management and ensure that products meet evolving market demands.
- servicePath recently launched their V3 API and a new integration strategy designed to maximize implementation speed and scalability across customer and partner channels.
- servicePath also recently introduced FlexiProducts™, a digital experience platform that connects modern retailing components of digital marketing, shopping, and retailing for lenders and dealers.

## ZUORA

Zuora CPQ is recognized as an Accelerator in the 2024 CPQ Technology Value Matrix, built to deliver fast time-to-value for organizations with subscription-based revenue models across various industries including healthcare, education, media, and communications. Zuora's cloud-based platform streamlines subscription order-to-revenue operations in real-time, ensuring optimal and customized quoting that combines products, subscriptions, and services. A notable feature, Quote Studio, empowers users to handle both short and long-term deals efficiently.

Central to Zuora's offering is its ability to synchronize and automate an organization's complete quote-to-revenue procedure. This synergy brings sales, finance, and operations teams onto the same page, providing an enhanced view into the financial ramifications of deal modifications. This visibility facilitates actionable adjustments to organizational strategy. The latest iteration, Zuora CPQ X, enhances the user experience by replacing older configuration pages with the revamped Quote Studio page. Users can seamlessly incorporate this into their quoting routines via the platform's Quote Wizard. In addition, Zuora X simplifies the structuring of ramp deals, further demonstrating the platform's commitment to reducing complexity and streamlining subscription management.

Recent Updates and Announcements:

- **Subscription Management Enhancements.** Zuora has recently introduced features that allow for better management of subscription changes and actions. Users can now specify future dates for actions like canceling, suspending, and resuming subscriptions, which the system then automatically executes on the scheduled dates. This update helps in maintaining seamless subscription lifecycle management.
- **Advanced Subscription Metrics API.** A new API operation has been added to list important subscription metrics such as gross and net Monthly Recurring Revenue (MRR) and Total Contract Value.

## CORE PROVIDERS

Core Providers in the Value Matrix include ModelN and Tacton

### MODEL N

Model N is recognized as a Core Provider in the 2024 CPQ Technology Value Matrix. It offers revenue management solutions designed for B2B enterprises in sectors like medical technology, pharmaceuticals, and high-tech manufacturing. The company has focused its efforts on enhancing its presence in the life sciences sector through strategic partnerships and updates to the Model N Revenue Cloud for Life Sciences. This suite includes CPQ capabilities that integrate seamlessly with CRM and ERP platforms such as Salesforce and SAP, improving price optimization and approval processes.

Model N's CPQ features include 3D product configuration and automated contract generation. Its guided selling tools provide pricing recommendations and deal evaluations, helping sales teams use both internal and external data to better understand customer needs and manage sales activities. Model N's systems integrate easily with existing CRM

and ERP setups, addressing challenges associated with different pricing models and helping customers improve their sales strategies.

Recent Updates and Announcements:

- Global Pricing and Deal Management. Model N has updated its Global Pricing Management features to better support pricing strategies and maintain profit margins across varying market conditions and regulations.
- Expanded Educational and Support Services. Model N has increased its educational and customer support services to enhance client learning and operational efficiency.

## TACTON

Tacton continues to serve as a Core Provider in the 2024 CPQ Technology Value Matrix, offering cloud-based tools that run on AWS, specifically designed for manufacturing organizations in sectors such as medical devices, industrial equipment, automotive, and energy. Its needs-based, real-time configuration functionalities effectively bridge communication gaps between internal teams like design, sales, and engineering, fostering cohesive collaboration and equipping users with insights for enhanced customer service.

The suite's automation capabilities streamline processes like quoting and order processing while minimizing error margins. Tacton also provides CAD automation, enabling the creation of intricate customized CAD designs without requiring advanced user expertise. Central to Tacton's value is its customer-focused approach and its proficiency in helping clients sell bespoke products. The solution integrates seamlessly with CRM platforms, including Salesforce and Oracle, augmenting sales workflows and providing a comprehensive view of the customer journey.

Recent Updates and Announcements:

- Enhanced CAD Integration. Tacton has introduced advanced features for its CAD integration, allowing even more complex product customizations to be efficiently designed and priced. This enhancement aims to reduce time-to-market for new products and improve the accuracy of quotes.
- Improved Data Management and Analytics. New updates have been implemented to improve the handling of data and analytics within the Tacton system. These improvements include better data visualization tools and enhanced reporting features that help businesses gain deeper insights into their sales and manufacturing processes.