



Customer Story

Bromma's Digital Transformation with Tacton CPQ

Company Overview

Bromma, a global leader in container handling equipment and a division of Kalmar, designs and manufactures spreaders for container cranes, which are crucial in over 99 of the top 100 seaports worldwide. With headquarters in Singapore, production in Malaysia, and a presence in over 40 countries, Bromma is known for its customized, modular products tailored for specific crane and customer requirements.

The Challenge

Bromma faced significant challenges managing its complex product portfolio, which required extensive customization to meet diverse customer needs. The sales process involved manual data handling and inefficient legacy systems, lacked the agility to leverage real-time data, impacting their ability to optimize pricing, product options, and margins.

The Solution

In 2012, Bromma implemented Tacton CPQ (Configure, Price, Quote) to streamline their sales and configuration processes. Initially, the implementation covered a limited scope but evolved into a full-scale integration by 2018. In 2023, Bromma took their digital transformation further by upgrading their CPQ system and integrating it with Salesforce and Google Cloud's analytics platform. This enabled deeper data analysis and more informed, proactive decision-making across the business.

Key components of the solution included:



Complete Product Integration

By 2018, all Bromma products and options were fully integrated into Tacton CPQ, ensuring every sale occurred in the system.



Advanced Analytics

The integration with Google Cloud allowed Bromma to leverage real-time data, delivering detailed insights into pricing, margins, and product configurations.



Data-Driven Decision Making

Tacton CPQ data helped Bromma enhance decision-making, from tracking product rollouts to forecasting demand for long-lead components.

The Results

The Tacton CPQ implementation yielded significant improvements across the business:



Increased Efficiency

All of Bromma's sales flowed through Tacton CPQ, eliminating manual work and streamlining the sales process.



Optimized Product Management

Product managers now have access to real-time data, enabling them to monitor new product rollouts, track popular options, and adjust pricing strategies based on market trends.



Improved Supplier Relationships

By forecasting demand for long-lead components through integrated data analysis, Bromma improved its relationships with suppliers, reducing lead times for customers.



Sustainability Monitoring

Bromma's eco-portfolio, aligned with EU sustainability standards, is now easily tracked via Tacton CPQ, allowing more accurate reporting and forecasting for eco-product sales.

Key Takeaways

Data-Driven Transformation

The integration of Tacton CPQ with Google Cloud's analytics platform allowed Bromma to transition from manual reporting to automated, real-time insights—leading to faster and smarter decision-making.

Iterative Improvement

Bromma has continuously expanded and improved its CPQ implementation, evolving from a limited initial scope to a comprehensive, fully integrated solution.

Cross-Functional Collaboration

The success of Bromma's CPQ implementation was driven by collaboration across teams—product, sales, finance, and sourcing—to align with the broader business strategy.

Conclusion

Bromma's integration of Tacton CPQ transformed its sales and product configuration process, enabling the company to make data-driven decisions that improve efficiency, product management, and customer satisfaction. With advanced analytics and proactive forecasting capabilities, Bromma is well-positioned to continue leading the container handling industry and deliver enhanced value to customers.

Discover how Tacton CPQ can transform your business.

[Schedule a demo today.](#)



Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton's founders pioneered computer-based product configuration which today powers Tacton CPQ and Design Automation. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw and Tokyo.