



Accelerating Growth

Digital Sales Transformation for Heavy & Specialty Vehicle Manufacturers

**5 Ways to Unlock Efficiency,
Customization, and Growth with
Tacton CPQ**

The heavy and specialty vehicles sector is focused on the creation and production of commercial vehicles and vehicle parts that are specifically designed for a range of specialized, heavy-duty tasks in various fields, including trailers, recreational vehicles, construction, mining, agriculture, and more.

These vehicles are equipped with cutting-edge features and technologies to meet the distinct operational requirements of each application, fostering ongoing innovation and adaptation to cater to the changing demands of specialized fields.

Vehicle manufacturers are tasked with meeting advanced customer demands for customization, speeding up the sales cycle, and improving operational efficiency.

Tacton is the leading Configure, Price, Quote (CPQ) SaaS partner for design to sales automation for industrial manufacturers. Our trusted configuration engine provides the backbone for your customers' fast and flawless digital experience.

Tacton named a *Leader* in the **Gartner® Magic Quadrant™** for Configure, Price and Quote Application Suites.

Gartner

Challenges in the Heavy & Specialty Vehicles Space

Explore the multifaceted challenges facing heavy and specialty vehicle manufacturers, from intricate customization demands to the integration of advanced technologies.

Dealership Model Transformation

Traditional dealership models are being challenged by direct-to-consumer sales approaches and digital platforms. Companies must adapt to these changes by integrating digital sales channels and creating hybrid models that offer both physical and digital purchase experiences.

[Read more on our blog](#)

Experience-Based Selling

Today's consumers are looking for personalized experiences, not just products. This shift towards experience-based selling requires companies to engage customers in more meaningful ways, leveraging digital tools to create immersive, customizable buying journeys.

Difficulty Visualizing the End Product

For customized specialty vehicles, providing customers with an accurate visualization of the final product is crucial. The challenge lies in creating realistic, interactive models that can be easily adjusted based on customer preferences, requiring advanced digital visualization tools.

Supply Chain Disruptions

The vehicle industry is highly susceptible to supply chain disruptions, as seen during the pandemic. Managing these disruptions while maintaining production schedules and cost efficiency is an ongoing challenge.

Legacy Systems Hindering Growth

Many companies in the vehicle sector are burdened by outdated legacy systems that are not compatible with new technologies. Transitioning to modern platforms without disrupting existing operations is a significant hurdle.

Collecting and Utilizing Telemetric & Telematic Data

The process of gathering and interpreting telemetric and telematic data from vehicles offers immense potential to tailor vehicle features and elevate the user experience.

However, leveraging this wealth of information necessitates advanced data management solutions and robust privacy safeguards to address potential concerns, ensuring data is utilized responsibly and effectively.

Carbon Footprint and Environmental Regulations

As global attention on environmental impact intensifies, vehicle manufacturers face the challenge of reducing their carbon footprint and complying with increasingly stringent regulations. This requires innovation in design, materials, and manufacturing processes.

Adapting to Electrification

The shift towards electric vehicles (EVs) demands significant changes in product design, manufacturing processes, and sales strategies. Companies must navigate the transition from internal combustion engines to electric powertrains, which involves new technologies and skill sets.

Customer Demand for Transparency and Sustainability

Consumers are increasingly demanding transparency in how vehicles are made and expect companies to adopt sustainable practices. Meeting these expectations requires changes in supply chains, materials sourcing, and production methods.

“

Our goal was to make the customer feel as if they were getting a custom product, but the experience is as easy as buying a standard product from the web shop.

Marcel Walvoort,
Manager Product Configurator at KRAMP



Tacton Trusted Configuration

Sales Made Simple for Complex Manufacturing



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For vehicle manufacturers, the move towards digitalization is not just about keeping pace with competitors—it's about setting the pace, leveraging technology to redefine what's possible in customization, efficiency, and service excellence.

Digital transformation is the urgent evolution necessary to meet these complex demands head-on. It's about moving away from time-consuming, error-prone engineer-to-order methods to a future where every process is optimized, every customer interaction is informed by data, and every decision is faster and more accurate than ever before.

Driving Transformation: How Digitalization is Reshaping Sales

Integrating digital sales transformation into the vehicle manufacturing processes presents a set of unique challenges. Here are a few key challenges that manufacturers face regarding digital sales transformation:

Managing Product Complexity

Heavy and specialty vehicle manufacturers must simplify the vast array of customization options in their digital sales processes.

Implementing intuitive digital solutions is key to making complex product configurations accessible and manageable.

Enhanced Data Utilization and CX

The digital shift necessitates effective data management to improve customer experience.

Manufacturers need to utilize telemetric and telematic data along with customer insights for a more efficient, customer-focused sales process, while also ensuring data protection and regulatory compliance.

Seamless System Integration

Digital sales transformation demands efficient integration with current ERP, CRM, and other systems.

The right CPQ solution plays a critical role in addressing compatibility issues with legacy systems, ensuring uninterrupted data flow and maintaining process integrity, which are vital for a successful digital transition.



We work with complex configured products.

When you buy a crane, you must make a lot of choices. If you choose one option, you may not be able to choose another. This makes quoting difficult unless you know the product very well.
- Alicia Vivier Brockhoff, Product Manager at HMF



Choosing a CPQ vendor that offers adaptability to current systems and scalability for future expansion is critical for manufacturers aiming to thrive digitally.

For manufacturers of complex vehicles, growth and profitability hinge on the ability to efficiently and accurately quote products that meet the specific needs of each customer. CPQ software streamlines this process, transforming complex product configurations into manageable, user-friendly experiences.

However, not all CPQ solutions are created equal. Manufacturers need to select a CPQ system that aligns with their unique product complexities, sales processes, and growth objectives.

Critical Role of the Right CPQ Solution for Growth & Scalability

✓ CPQ Provides a Centralized Hub for Revenue Growth

Sales efficiency and accuracy are paramount for revenue growth and market expansion. While ERP, PLM, and CRM systems provide vital functionalities for managing operations, product lifecycles, and customer relationships, they often operate in silos and may not offer the integrated, comprehensive product information necessary for effective sales, especially of complex products.

CPQ is the system where comprehensive datasets encompassing product specifications, customer profiles, pricing strategies, lead times, and design details come together for sales team to quickly expedite accurate quotes.



✓ Homegrown / On-Premises Systems vs Cloud-Based, Multi-Tenant SaaS CPQ Solution

While in-house tools or spreadsheets may manage basic quotes, they falter with complex configurations and frequent updates. Choosing a mature, cloud-based CPQ is vital to ensure reliability and growth, avoiding the risks of untested, evolving solutions.

Furthermore, a multi-tenant cloud CPQ architecture offers scalable, secure, and cost-efficient solutions, ensuring continuous updates and a growth-aligned platform without legacy system drawbacks.

✓ Dynamic Configuration Algorithm and Extensibility

The configuration algorithm is crucial for heavy and specialty vehicle manufacturers who require efficient handling of configurations with large number of components.

Dynamic constraints-based configuration builds on the interrelations between components rather than relying on conventional IF/THEN/NOT rules. This approach streamlines coding and update processes, simplify handling intricate configurations, decrease maintenance expenses, and enhances system extensibility.

**Tacton CPQ is the leading
SaaS solution for **simplifying
complex sales** for heavy &
specialty vehicle
manufacturing companies**



Leading manufacturers across the globe trust Tacton



[Click here for more customer cases](#)

By integrating digital CPQ solutions, manufacturers can rapidly configure and price complex vehicle orders, respond with agility to customer inquiries, and reduce the time it takes to close deals. This digital empowerment not only drives revenue growth but also creates a platform for innovation and new service offerings.

Tacton CPQ: Simplifying the Complexity

Tacton CPQ is the best-of-breed solution for vehicle manufacturers globally. It delivers an intuitive, accurate, and fast configuration process, allowing for the seamless management of countless customization options that specialty vehicles require.

Enabling Accurate High Level of Customization

By leveraging Tacton CPQ's constraint-based logic, your sales teams navigate the product diversity, adeptly avoiding configuration errors and using customer insights effectively.

This technology enables you to tailor product solutions accurately, suggest relevant accessories and options, and optimize upselling opportunities.

Enhancing Customer Experiences with Speed and Precision

Tacton CPQ eliminates the back-and-forth often associated with complex sales, providing a seamless experience that aligns with the expectations of today's informed buyers.

“

What convinced us early on was Tacton's know-how in visual configuration and their industry expertise. In Tacton we found a partner for developing our vision for a cockpit configurator.

Marc Witte - Team Leader at Engineering MAN



Boosting Sales with Cutting-Edge Visualization & Native CAD Automation

Tacton CPQ doesn't just simplify the complex—it brings it to life. With native CAD automation, sales teams can instantly generate detailed 3D drawings and models, providing a tangible representation of customized configurations.

The real-time 3D visualization capabilities of Tacton CPQ allow for immediate visual feedback on customer selections, further enriching the buying experience.



Build confidence in your custom solutions by utilizing augmented reality (AR) to showcase configured vehicles within their real-world application environments

Providing Seamless Operational Symphony

By facilitating a smooth integration with the broader IT infrastructure, including ERP and CRM systems, Tacton CPQ acts as a pivotal bridge to digital transformation.



Empowering Dealers & Self-Service through Omnichannel Sales Tools

Tacton CPQ enhances the customer experience with its comprehensive omnichannel capabilities, enabling buyers to interact with your brand and personalize their products through their preferred channel.

This sales channel integration ensures that regardless of how the sales landscape transforms, your company remains at the forefront, offering a cohesive, customer-centric buying experience across all channels.

Configuring Services & Maintenance

Configuring services and maintenance is crucial for vehicle manufacturers, allowing you to offer customized after-sales services, enhancing customer loyalty and creating additional revenue streams.

Leveraging Powerful Administration Capabilities

Tacton CPQ simplifies complex order management with features like validity date administration and indexed constraints, ensuring accuracy and compliance.

It enhances efficiency in handling product variations and pricing, proving vital for precise, agile administration.

Managing Supply Chain Disruptions

Utilize Tacton CPQ to access up-to-the-minute supply chain data, optimizing order adjustments and delivery splits based on customer's requirements.

Tacton CPQ advanced features, including strategic split runs, offer a tactical advantage in managing supply chain uncertainties, ensuring production continuity and minimizing disruption impacts.

This positions vehicle manufacturers to enhance operational effectiveness and maintain supply chain dependability amidst fluctuating market dynamics.

Pioneering Compliance and Sustainability

Tacton CPQ empowers heavy & specialty vehicle manufacturers to master compliance and sustainability seamlessly. It ensures real-time adherence to evolving regulatory standards, safeguarding against non-conformance risks.

Simultaneously, Tacton CPQ supports the creation of greener vehicles by streamlining the configuration of electric and hybrid models, ensuring they meet emission regulations.

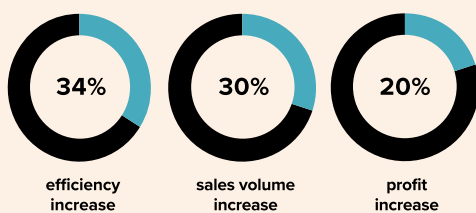


Utilize Tacton CPQ to boost transparency in manufacturing and align with the demand for eco-friendly products, adhering to regulations and championing sustainability. This positions your brand as a leader in green innovation, securing a competitive edge in the eco-conscious market.



5 Ways To Unlock Efficiency, Customization, and Growth with Tacton CPQ

- 1 Easily Customize Your Products to Meet Buyer's Needs
- 2 Enhance Customer Experiences with Speed and Precision
- 3 Visualize Your Products with the Help of Native CAD & AR
- 4 Integrate Seamlessly and Leverage Data You Can Trust
- 5 Empower Dealers & Self-Service through Omnichannel Sales Tools



Annual Tacton CPQ Impact

Tacton CPQ customers consistently report tangible results in increases efficiency, sales volumes, and profits.

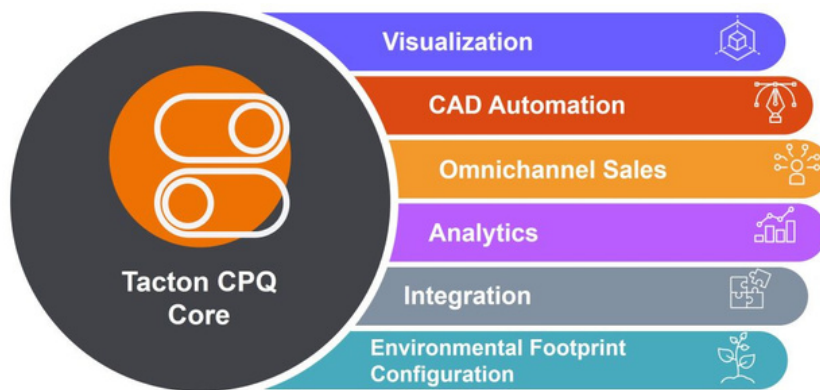
[Click here to calculate the CPQ ROI in your company](#)





Sales made simple for complex manufacturing

For over 25 years, Tacton has been at the forefront of complex manufacturing CPQ projects, amassing an unparalleled wealth of experience and strategic insight. This extensive background informs every aspect of Tacton CPQ, from its intuitive interface to its powerful back-end capabilities. Heavy & specialty vehicle manufacturers are equipped with a solution that not only leverages cutting-edge technology but also incorporates industry-best practices refined through decades of navigating specific challenges and achievements.



Transform your sales journey with Tacton CPQ

Implement seamless configuration to order processes, real-time visualization, and streamlined operations across all channels. Discover compliant and sustainable solutions tailored to your needs. Book a demo call to elevate your customer experience today.

[book a demo](#)



Deliver fast & flawless digital experience



Enable smooth end-to-end operations



Manage compliance and complexity



Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton's Configure Price Quote software is named a Leader by Gartner in the Magic Quadrant for CPQ Application Suites and is recognized for its advanced product configuration and visualization capabilities.

Tacton's founders pioneered computer-based product configuration which today powers Tacton CPQ and CAD Design Automation. Since 1998, Tacton is trusted by global customers such as ABB, Daimler, MAN, Scania, Siemens, Xylem, and Yaskawa. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw, and Tokyo.