

**Customer Story** 

# Metso's Successful Implementation of Tacton CPQ



## **Company Overview**

Metso is a global leader in sustainable technology solutions for the mining, aggregates, recycling, and process industries. With over 17,000 employees across 50 countries, Metso operates with a mission to innovate and improve efficiency throughout the entire value chain of mineral processing.

### The Transformation

To meet the demands of a competitive market, Metso transitioned from manual, Excel-based configurators to a centralized and automated solution. This transformation streamlined the sales process, improved pricing consistency, and enabled the company to deliver accurate quotes more rapidly, supporting growth and better customer service.

#### The Solution

To modernize its sales and product configuration process, Metso Minerals Separation implemented Tacton CPQ (Configure, Price, Quote), integrated with Metso's Salesforce CRM. This cloud-based solution automated and streamlined the process of configuring complex products, generating accurate quotes, and managing product data.

Key steps in the implementation included:



#### **Leadership Engagement**

Metso secured strong support from senior management to drive the project forward.



#### **Organizational Change Management**

Replacing manual tools with Tacton CPQ, centralized configuration and pricing, eliminating inefficiencies.



#### **Data Quality Improvement**

High-quality, up-to-date product data became a focus, ensuring smooth implementation and improved accuracy in pricing and configurations.

#### The Results

The implementation of Tacton CPQ delivered several benefits:



#### **Increased Quotation Volume**

Quotation generation increased by 20%, enabling the sales team to respond to more opportunities.



#### **Resource Efficiency Gains**

Proposal management resources were reduced by 40%, and product managers could focus more on innovation rather than handling individual sales cases.



#### **Faster Time to Quote**

Sales teams reported faster product scoping and pricing, improving customer satisfaction and sales outcomes.



#### Improved Accuracy

More accurate pricing and quotes strengthened customer trust and Metso's brand.

# **Key Learnings**

#### **Involvement of External Consultants**

Collaborating with specialists, such as CPQ Finland, was essential to mitigate internal dynamics and brought fresh perspectives.

#### **Engage Stakeholders Early**

Involving all relevant teams, from sales to engineering, ensured alignment and smooth rollouts.

#### **Iterative Development**

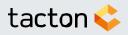
Adopting an iterative approach to development allowed Metso Minerals Separation to continuously improve its CPQ setup while remaining flexible.

# Conclusion

Metso Minerals Separation's adoption of Tacton CPQ transformed its sales process, boosting efficiency, accuracy, and scalability. This successful implementation positioned Metso for continued growth in an evolving market, with a focus on sustainability and innovation.

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 CAD Design Automation. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw and Tokyo.