

Customer Reference Case:

Enhancing Sales Accuracy and Speed at Durst



Durst: Pioneering Digital Printing

[Durst](#), a leading global manufacturer of digital printing solutions, has been at the forefront of technological innovation, delivering high-quality, high-speed printers, along with an ecosystem of software and services. With a strong presence in large-format printing, labels and packaging, textiles, ceramics, and industrial printing, Durst sought to simplify its sales process and enhance the customer experience.

The Challenge: Quoting Errors Lead to Slower Sales Cycles

Prior to implementing Tacton CPQ, Durst saw an opportunity to improve their Excel-based quoting process, which slowed the sales team and often resulted in errors or inconsistent solutions across sales representatives.

Complex configurations required coordination between sales, distributors, product management, and customers, extending sales cycles. Configuration mismatches occasionally led to renegotiations with customers or distributors. The company also identified an opportunity to streamline their email-based discount approval process to improve pricing transparency.

The Solution: Leveling Up Sales with CRM and CPQ Integration

In 2021, Durst implemented Tacton CPQ alongside Microsoft Dynamics CRM, creating an integrated, digital sales workflow. The dual implementation ensured that sales teams could manage leads and customers in CRM while leveraging CPQ to configure products, automate pricing, and generate accurate quotes.

Durst leveraged Tacton's CPQ to enable their team in three core ways:



Comprehensive Product Configuration

CPQ aligns printer, software, and service contract configurations into a unified solution ecosystem, enhancing Durst's market differentiation.



Automated Pricing and Margin Visibility

The system streamlines complex calculations, like software update costs, while also ensuring profitability through real-time margin tracking.



Streamlined, Personalized Quoting

Sales generates a high volume of quotes for highly personalized solutions that meet region-specific requirements—without the long email chains or lengthy approvals.

“Before [when calculating update costs] I had to gather all the configuration data of a system, determine the due date of the software agreement, and compare it with my price list to calculate everything. **This sometimes took me half an hour or even an hour in complex cases. With CPQ, I only need two or three clicks.**”

– Matthias Summerer, CPQ Owner

The Impact: Greater Quoting Speed and Margin Control

Since implementing Tacton CPQ, Durst can now quickly ramp up new sales hires and achieve speed to value, with pre-defined configurations and automated pricing and quoting. This results in:

- Faster quoting—taking price calculations from hours to seconds
- Thousands of quotes generated monthly
- Error-free orders and increased customer trust
- Transparent and profitable pricing
- Improved relationships with distributors and resellers

Durst continues to refine its CPQ implementation, exploring enhancements such as digital signature integration, SAP ERP integration, and further automation of service contract management. With a smoother and error-free buying journey, Durst can now focus on their number one competitive advantage: innovative printing solutions and productivity software.

“**For [sales], it’s easier now. They can do quick quotations without asking headquarters.** It’s a way of knowing our product, what can be configured, and what the price is.”

– Herbert Valentini, Head of Inside Sales

Key Takeaways

- Excel-based quoting created inefficiencies, leading to long sales cycles and frequent order errors.
- Tacton CPQ integrated with Microsoft Dynamics CRM allowed Durst to streamline sales, simplify configurations, and reduce errors.
- Automated discount approvals and pricing calculations eliminated manual dependencies, saving time and improving pricing control.



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.