

For enterprise-level security solutions it's indispensable that many interconnected components work together seamlessly. For Pelco's sales teams and partners, it was very resource intensive to configure customized solutions, to iterate them and to adapt them to changing customer needs.

Challenges Pelco faced

Operational:

- Finding the right solution from 1.000s of potential combinations consisting different camera models, surveillance screens, server, accessories, software licenses and services.
- Due to the high variance in Pelco's solution portfolio designing the right one was a challenge even for the most experienced employees.

Commercial:

- High cost of solution development processes lasting 2 to 3 weeks on average.
- Heavy involvement of system specialists, as sales and channel partners not being able to handle this independently.
- Onboarding new sales staff and channel partners lasting 1.5 years on average.

What Pelco wanted to achieve

Improve the complex solutions selection and quoting process to improve the overall Customer Experience!

86% of customers would pay more for a better experience.

Source Gartner, "Digital Marketing Trends

60% Companies that prioritize customer experience generate 60 % higher profits than their competitors.

Strategic advantages thanks to Tacton CPQ

- One central portal for direct sales and channel partner to configure, price and quote solutions instead of six decentral legacy portals.
- Less sales support needed thanks to Guided Selling. Customers and channel partner can now easily configure highly customizable products by themselves.
- Cost reduction thanks to shorter times for solution design and for preparing offers.
- Quality increase thanks to reduction of errors caused by manual data transfer.



[Watch Customer presentation](#)

Tacton's customer value impact

34% Efficiency increase

30% Sales volume increase

58% Less maintenance costs

Results based on a Tacton Customer Value study