



## Case Study

# ABB: Achieving Accuracy and Speed with Product Configuration

**ABB is a global leader in power and automation technologies that enable utility and industrial customers to improve their performance while lowering their environmental impact. The ABB Group of companies operates in around 100 countries and employs some 104,000 people.**



**Four months after switching to Tacton, ABB is now covering 100% of the product range and has replaced 500,000+ configuration rules with just 150 constraints.**

Power and automation industry giant ABB was working with two different configurators for their accessories range – covering only 20% of their products.

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## Background

ABB is a global leader in power and automation technologies that enable utility and industrial customers to improve their performance while lowering their environmental impact. ABB sales staff and partners historically used two different configurator solutions and this resulted in many incomplete factory orders. ABB wanted to make their sales process more efficient by reducing the need for engineering support.

## Solution

Tacton Configurator is embedded in ABB's order management system and its eCommerce system for correct and fast configuration. All Accessories orders (valued in excess of USD 270 million annual) were consolidated into just one system, Tacton Configurator nearly 10 years ago and the implementation is still going strong. The number of minimum rules was greatly reduced. This remarkable implementation has lasted nearly ten years with little need for updating.

## Benefits achieved

- ABB now need only one configuration system, with fewer platforms and servers
- They have enjoyed great gains in efficiency
- Customized products are configured faster and sales staff can access pertinent information
- Higher hit rate leads to improved productivity
- Fewer ABB engineers need to support the sales process
- Factory orders are accurate and complete



#### About Tacton

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 Visionary 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.