



Top Factors for Sales Transformation

Industry: Packaging and Processing Equipment

Packaging and processing equipment is highly complex, with hundreds of configurable options and parameters. The knowledge required to configure the desired product for a customer is immense, and sales teams often run into difficulty knowing how to best address customer needs and position the best solution.

We asked our team what the challenges and opportunities packaging and processing manufacturers are facing as they attempt to transform their operations and how Configure, Price, Quote (CPQ) can address these challenges.

01

What are some of the obstacles to improving sales opportunities in this industry?

- Slow quoting process involving multiple stakeholders.
- Difficulty quoting existing products due to complexity.
- Global competition is at an all-time high.
- Difficulty navigating large complex product portfolios.

Opportunity: Delivering 100% Accurate Quotes

- Remove errors by creating a company-wide shared product definition.
- Translate customer needs into valid, and buildable technical solutions.
- Generate millions of valid and profitable product variants.

Annual Impact working with Tacton CPQ:

	Expected Value*
 Time Savings from Reduced Sales Labor	€ 7,000,000
 Profit from More Orders	€ 300,000
 Savings expected in Administration & Data Maintenance	€ 7,392,000

*Data based on research conducted with Tacton installed base before and after implementation. The numbers shown are derived from typical cases seen in the market. Shown here is a company with an approximate annual revenue of €1.5B.

Don't take our word for it, check out some of our happy customers and analyst reviews!

- Tacton Named a "Leader" in the [2022 Gartner® Magic Quadrant™](#) for Configure, Price and Quote Application Suites
- [Meyn](#)
- [Vencomatic](#)
- [Plus Pack](#)

02

How complex is managing global sales offers for packaging and processing equipment?

- It's increasingly difficult to stay on top of the intricacies of the regulatory requirements across the globe.
- Difficulty understanding customer needs and creating a viable solution.

Opportunity: Create streamlined and exciting ways to sell your products

- Create configurations that are valid with local compliance and legislation across the globe.
- Easily interact with the customers and make the process like buying a standard product when it's highly adapted to the specific customer's needs.

03

Is the packaging industry prepared for disruptions due to regulations and supply chain issues?

- Sustainability transparency is becoming necessary due to legislation and customer demand.
- Difficulty sourcing materials due to a fragile supply chain impacting lead time and creating challenges for customers.
- Creating new ways for customer to interact, and buy products online.

Opportunity: Create disruption-proof operations that can deal with any challenge

- Enable anyone to configure the optimal solution based on sustainability product requirements.
- Integrate with LCA tools to better understand the footprint your products leave behind.
- Report data back to customers, regulators and shareholders.

What's next?

Let's discuss your business and how Tacton can help create a fast and flawless selling process!

[Let's talk!](#)



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.

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