



SWIFT Home Lifts

and their distributors turn to
Tacton CPQ for digital sales
acceleration

Introduction

According to Fortune Business Insights, the global elevator and escalator market is projected to grow from \$83.86 billion in 2022 to \$132.08 billion by 2029. SWIFT Home Lifts is an elevator company that is accelerating their growth in the home elevator segment. To stay competitive in this growing market, the founders of SWIFT began a search for a solution that would solve the problems they had faced while working for other elevator manufacturers.

Founded in 2020 by a group of home elevator pioneers with some of the best distributors in the world, SWIFT is dedicated to creating safe, sustainable and custom products. With the shared knowledge of these pioneers, they turned to Tacton CPQ to help deal with the common challenges faced by elevator manufacturers.

Complexity driving innovation

Having worked with elevator companies in the past, cofounders Anders Carlsson and John Löwbäck saw firsthand how elevators were becoming increasingly complex to quote and configure based on customer demands, and different regulations across the globe.

With increasing customization comes increasing errors for many elevator manufacturers. Home elevators are especially unique because they do not always have the exact same solution for every building.

Button layouts, colors, door position and more are important selling points but can become confusing during the sales process leading to an incorrect final product. These errors often aren't noticed until the customer has the product in their home or business, causing massive warranty claims and more challenges for the manufacturer.

Another layer of complexity is added onto these products when the installation location of the elevator is considered. As an international company with sales in Asia, the Middle East and Europe the regulation on products is different based on location.

In some countries, for example, there are requirements for emergency telephones or speed requirements in the elevator, and there are different directives that manufacturers need to follow in different parts of the world. These requirements are important to get right so that the final product is adapted to the country.



John Löwbäck (pictured above), Founder and Chief Sales Officer of SWIFT, noted just how many combinations can go into any elevator:

“For home elevators there are regulations and local building codes. Just looking at the product is complicated, it has so many combinations and it can add up to billions of combinations. The challenge with that internally it is hard to keep up with.”

Finally, SWIFT wanted to shift the mindset when it comes to buying home elevators. Many buyers believe that home elevators are complicated and expensive. A goal is to show how stylish, affordable, easy to install and use the elevators can be. This means making the sales process simple, exciting and 100% accurate with corresponding documentation drawings (PDF, DXF, BIM), pictures of the configured image, prices and delivery times.

Selecting the best solution on the market

When it came to selecting a CPQ system, the team at SWIFT had experience selecting and working with configuration tools. This helped them better understand what they were looking for. This knowledge led SWIFT to challenge themselves to find the absolute best solution on the market.

They wanted a CPQ that would allow their internal teams and distributors to be able to produce quotes directly when talking to an end customer with the right product, drawing and price instantly. SWIFT also wanted a configurator that could deal with their new products and unique features so that their internal sales and distributors can sell with little training on the product. These were key to growing customers and distributors quickly and understanding what they want to fit their specific needs.

After talking with various industry contacts, and reading Gartner reviews, SWIFT began working with cpq.se, a Tacton partner, and selected Tacton CPQ for their needs. Selecting a SaaS tool that could simplify BOMs and eliminate the need for an ERP configurator were also added bonuses for SWIFT. With so much change in the product portfolio and adjusting between order and delivery as common occurrence, this can now be directly automated by Tacton and sent to the ERP system.

Implementation

When it came to setting goals for the CPQ project, SWIFT had a few critical wants. First, creating a way for distributors to be able to order and quote anytime with the correct product, price and drawings complete with a possible delivery date. SWIFT also wanted to start selling their products quickly and efficiently.



cpq.se was able to work together with SWIFT to find an agile solution to get them up and running quickly. With this implementation Tacton has supported SWIFT's business processes and been instrumental in enabling them to work as efficiently as they wished.

Löwbäck notes the importance of working with cpq.se:

“cpq.se was a huge part of the implementation process, our team loved the professional and process-oriented planning phases”

In closing

Disrupting an industry is a tall task. SWIFT has made it clear that they want to create a new and exciting way to sell their products. Part of the disruption process was finding a solution that could help speed up quote time, eliminate mistakes and optimize every aspect of the customer experience.

With the help of cpq.se, SWIFT was able to quickly implement Tacton CPQ to drive their sales. These sales are 100% accurate and complete with any request from the customer

As John Löwbäck notes, **“Tacton is a great value to the way we work, and I think that's it was the natural CPQ choice from day 1”**



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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.