



With an infinite number of product variants and differing global rules and regulations, medical device manufacturers must find ways to gain a competitive advantage.

10 Reasons Medical Device Manufacturers Need CPQ

Are you ready for a change?

Customer demands are higher than ever, your medical devices manufacturing business needs tools that address both customer and internal needs. Digital transformation is a buzzword for many manufacturers, but how can you achieve it? Utilizing the right solutions such as Configure, Price, Quote (CPQ) and visual configuration can make it easier than ever to enhance the customer experience and improve operational efficiency.

CPQ is a state-of-the-art sales tool that empowers your sales to confidently create 100% accurate quotes for your valued customers while also enabling your customers to create custom, complex manufactured products with visuals using visual configuration and customer self-service.

When it comes to B2B sales of complex products such as medical imaging, dialysis and surgery equipment, the right CPQ ensures that the products are configured to the specific requirements of the customer. Ensuring the perfect order for your customer will enhance their experience and keep them coming back for more in the future.

Traditionally, obtaining a detailed quote of a complex product takes days or even weeks. Compare that to Tacton CPQ that can generate a quote within minutes. In today's world of B2B buying, CPQ becomes indispensable for keeping up with increasing customer requirements.

Go Beyond CPQ

Customers buying products with complex requirements no longer want to read product sheets, they want real-time visuals. These custom requirements can be seen in real-time using visual configuration with augmented reality to place products in the environment they will inhabit. In addition to real-time visuals, costly miscommunications are eliminated by giving customers full details, down to the smallest item.

Still not sure? Here are just ten reasons why you need CPQ:

- 1) You wished quoting was less labor-intensive. It currently requires a long process between sales and engineering to complete a detailed custom quote
- 2) Your customer requires visuals (including color realistic imaging, 3D visuals, etc.), before making a purchasing decision
- 3) Your organization has lost deals due to quoting errors or misconfigurations
- 4) You sell complex products that require customization for every customer
- 5) Precision matters - The quote needs to include technical/detailed specifications
- 6) Only highly trained, experienced salespeople can produce a quote
- 7) You have an international sales team and the information is equally scattered





Gartner

Gartner named Tacton a “Visionary” CPQ for manufacturers due to our proficiency and superior technology.

8) Your sales teams, who are pressed for time and results, end up offering too many price discounts to customers

9) You want to enable your customers to buy your products online but haven’t found a self-service solution that meets the configuration needs

10) You need a solution that integrates with your already existing CRM or ERP platform such as Salesforce, SAP, Dynamics or eCommerce system

Is your business ready for a change?

Tacton has unparalleled manufacturing expertise. For over 20 years, we have worked with the most advanced manufacturers in the world. Our extensive knowledge enabled us to master solving high variance, configurable challenges while ensuring best-in-class implementation and ongoing administration for medical device manufacturers.



Don’t just take our word for it:

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Forbes, "Tacton’s is the latest product reflecting the next generation of visual configurators where greater collaboration across departments is the goal".

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