

# Why is **visualization** the key to B2B growth and success for manufacturers?



# Introduction

Consider your last online purchase. You probably searched multiple companies that provide what you're looking for, read reviews, and looked at visuals of the product. And even after searching it still took time to make a final decision. This is commonplace for customers of any product, but especially for manufactured products.

With highly customizable products, it may be a challenge for manufacturers to give an exciting customer experience and imagery of a product online. This has created problems for buyers who want to know every detail of their final purchase, and it can lead to costly errors for manufacturers who may get these details wrong.

Leading manufacturers are always looking for ways to be on the cutting edge of technology, eliminating costly errors and improving customer experience. These industry disruptors often deploy Configure, Price, Quote, (CPQ) software to deliver fast & flawless digital experiences, enable smooth integrations and manage complexity.

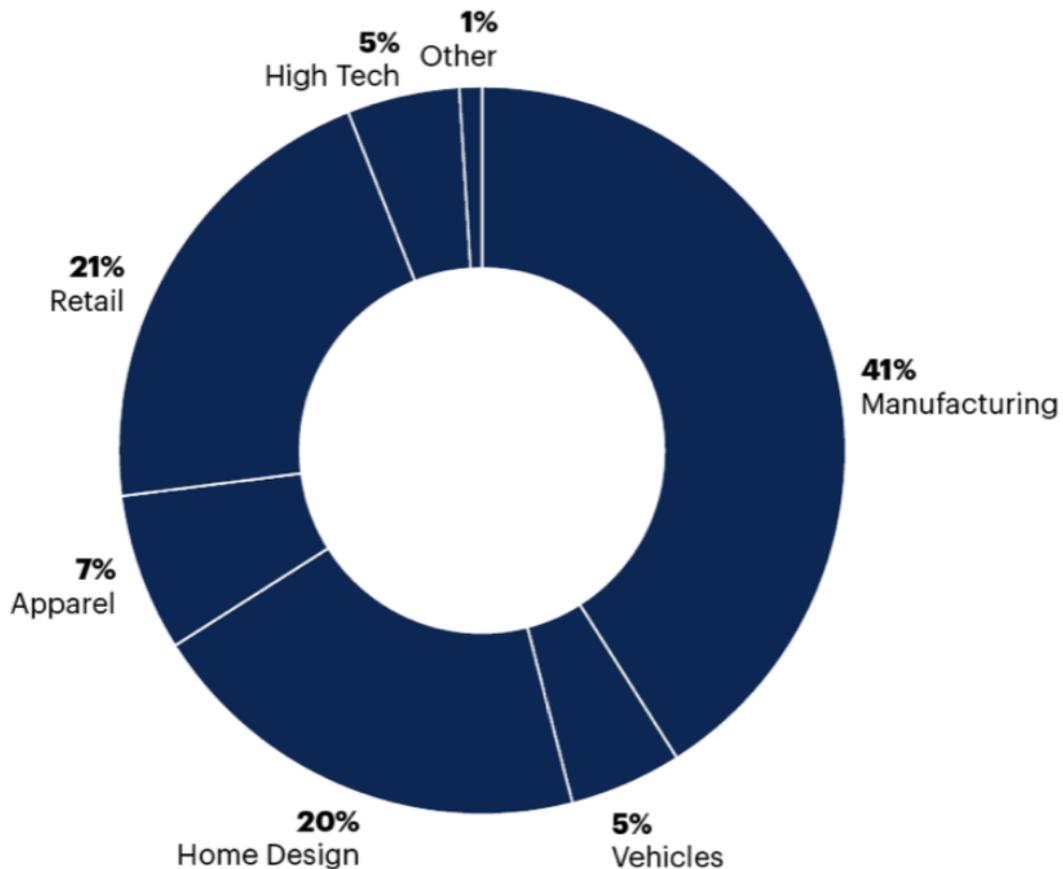
One common option that CPQ vendors often offer is visual configuration and augmented reality. Let's look at who is using these tools, and then how visual configuration is helping shape sales, customer experience and more.



*Enhance customer experience with AR Visualization.*

## Who is using visual configuration?

### Visual Configuration Revenue by Industry



Source: Gartner

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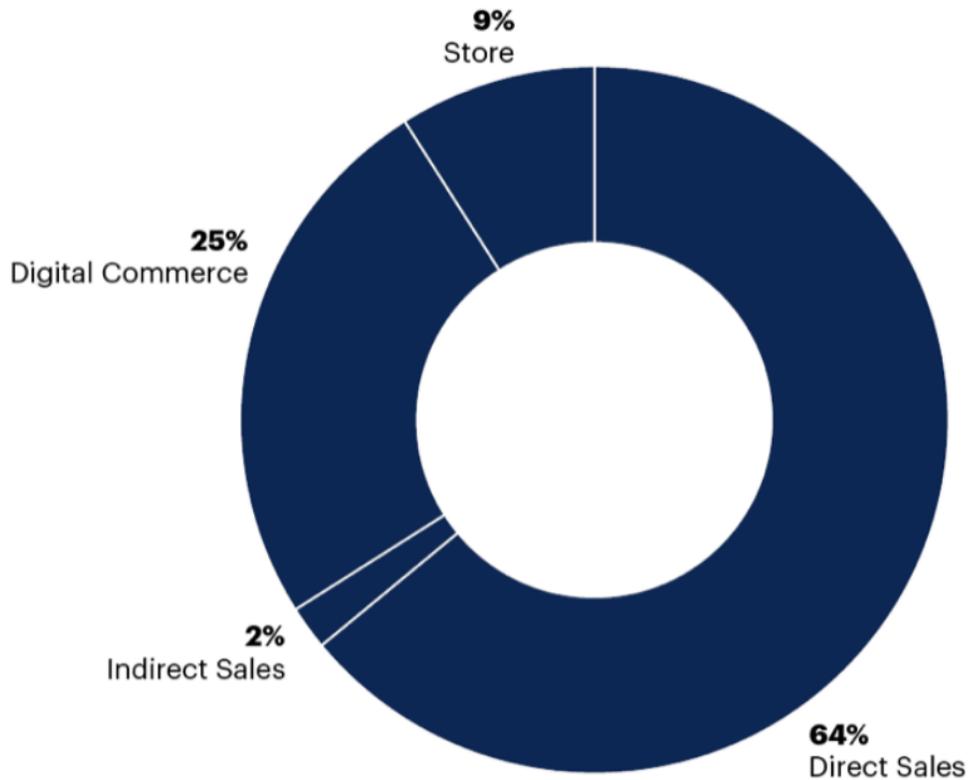
Gartner

Visual product selection is common in many different industries but increasingly important to manufacturing. Medical devices, heavy vehicles, elevators and lifts are just a few that are using visualization to fundamentally change how they sell.

**Visualization is key for companies looking to improve their customer experience. According to Gartner, manufacturers contribute to 41% of overall Visual Configuration sales.**

## What are the main channels?

### Visual Configuration Revenue by Sales Channel



Source: Gartner

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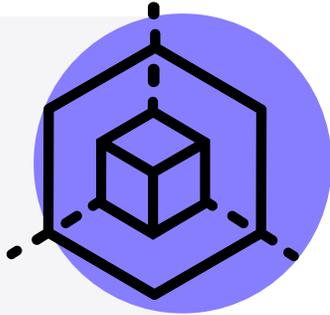
Visualization is not only supporting the buyer in the sales process. Depending on the products to be sold people selling the product benefit from visualization as well. **In general, it is much easier and faster to train sales representatives on a continuously evolving product portfolio with the help of visualization because errors can be completely eliminated, leaving even the newest sales member with a correct final product.**

“Companies that implement visual configuration solutions see significant improvement in their deal win rate, lower costs for drafting design files (e.g., CAD), less rework in the factory and lower carrying costs for samples at retail locations.”

Gartner.

## What is Visual Configuration?

Visual product configuration (also known as Visual Configuration, or 3D product configuration) is the combined use of digital technologies (Augmented Reality, 2D and 3D visualization software) in order to be able to configure products directly in the 3-dimensional visual representation. Visual Configuration software enables your sales team and customers to see a real-time visualization of the product before they order it, with the features they want. These tools usually work directly with CPQ solutions to enable smooth, error-free and accurate quoting.



## What are the different types of visualization?

### 2D Visuals

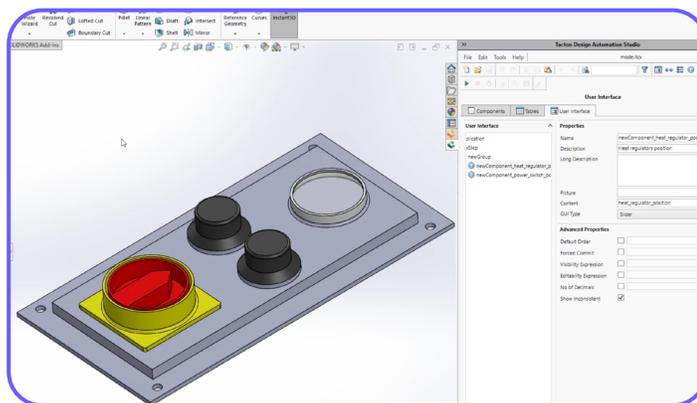
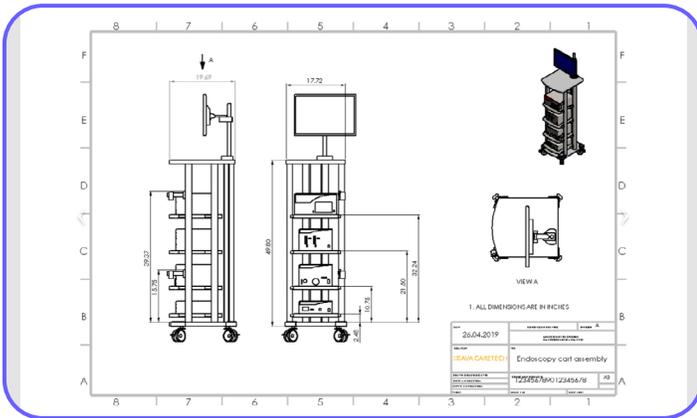
When referring to visualization as 2D, you are typically stating that the result of the visualization is a static two-dimensional image (width and height).

2D visuals are often referred to as Computer Generated Images (CGI) and are produced in a process like a real photo shooting, just with everything being digital. Another example for 2D visualizations is CAD drawings.

### 3D Visuals

In contrast to 2D visualization, 3D visualization refers to real-time and interactive 3D visualization. This type of visualization allows prospects to see their final product before it is finished. This helps remove errors and engages the customer in the final product.

3D real-time visualization is a better fit for dynamically visualizing highly configurable products, compared to static 2D visualizations, because it gives a full view of the end product for customers.



## Augmented Reality

Augmented Reality extends the real world with virtual content. By overlaying virtual objects on top of the image captured with a camera, the real world becomes enhanced. These photo realistic renderings can even be extended into the buyer's real-world environment. For example, showing how a heavy vehicle would fit into a garage or a medical device in the doctor's office.



## What are the sales benefits of visual configuration?

- Rich product information available for B2B buyers 24/7.
- Customers can understand how product customization decisions (choosing a specific product variant or product option) impact the final product.
- Showcase unique selling points and product functionality to prospects.
- Use 2D/3D/Augmented reality visuals to reiterate the text-based descriptions.
- Companies create trust in their solutions because they use AR to show the configured product in the actual usage environment and customers can immediately check spatial specifications.



# The Top Challenges Manufacturers Face without Visualization

Today's modern B2B customer has increasingly sophisticated expectations and behaviors when purchasing new products. For industrial manufacturers, this means they need new, trusted ways to sell their products and solutions. For most, what technology is available in-house is a crucial success factor and can make or break their deals.

Using the right digital technologies can revolutionize the way companies sell products and engage customers in the selling journey. The solution that many manufacturers are missing in their product portfolio is Visual Configuration. It is a necessity for manufacturers looking to grow their business and enable customers to do more. Offering visual product configuration will help you stay ahead of the competition by becoming a market leader with one-of-a-kind customer experience.

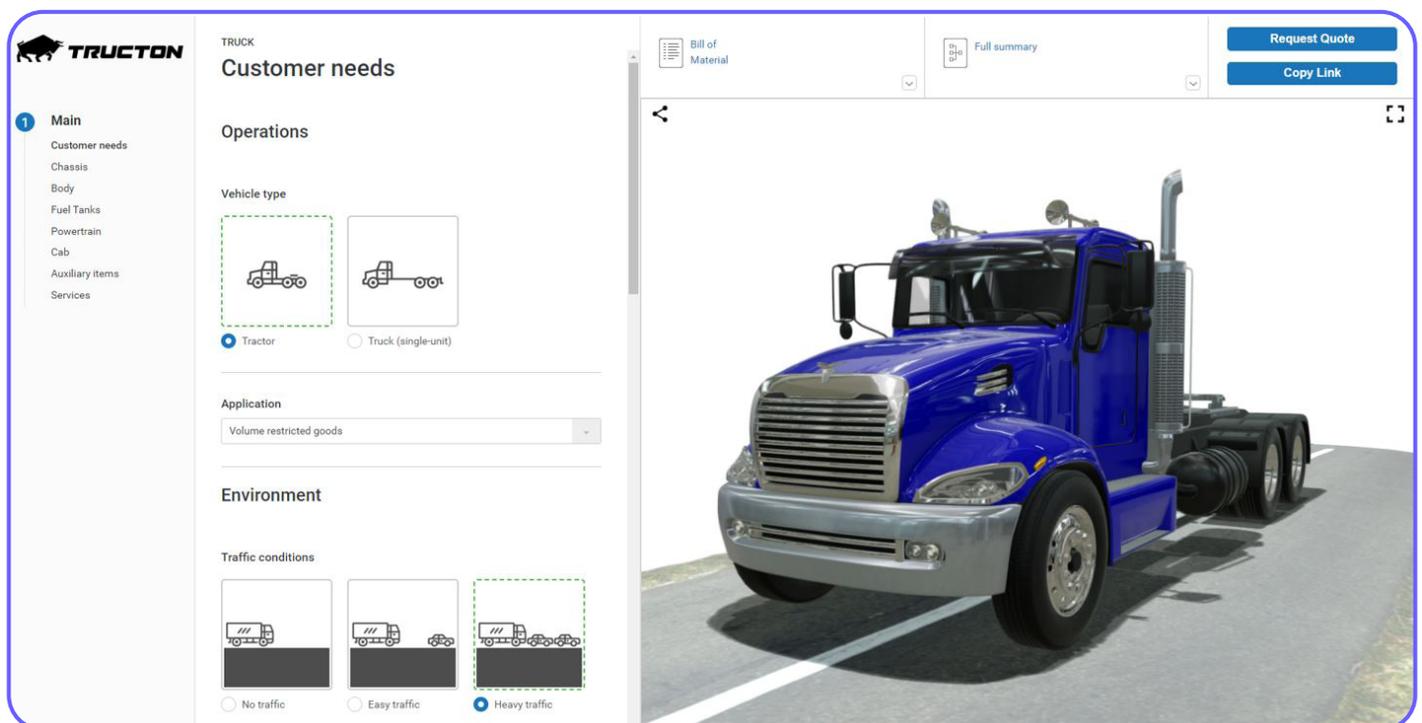
## 1. Bad Customer Experience:

### The Challenge:

Customers aren't waiting for your sales pitch anymore. They want visuals of your products, fast and online. Without a solution they will look to your competition who can provide photorealistic images of their products.

### The Solution:

3D visualization is the optimal way of experiencing a product in real life. With AR it's possible to show customers how a product will fit in their space, eliminating guess work. Creating an immersive experience is easier than ever with real-time interactions with your products. It also creates a configuration process they can do on their own time, or with your sales staff, bringing them closer to the product they want.



## 2. The Long Sales Cycle

### The Challenge:

Selling highly configurable manufacturing products fast and accurately hasn't always been easy for manufacturers. Manufacturers have struggled with creating a fast and accurate quoting process in the past. This leads to lost time, money and disappointed customers. Not to mention, many manufacturers are still relying on text-based descriptions for their products. In many cases, manufacturers are looking to find new ways to help shorten the sales cycle.

### The Solution

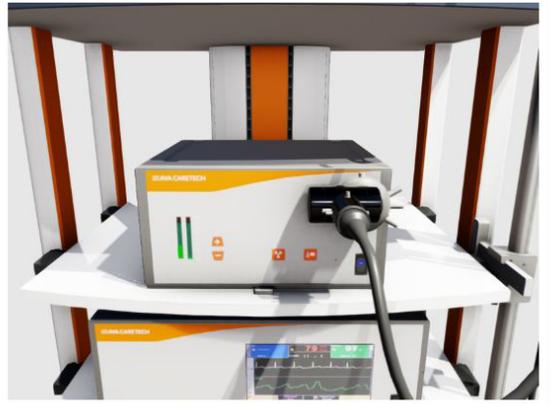
Visualization paired with CPQ makes the quoting process correct, optimized and visually appealing every time. Instead of relying on text-based descriptions, it's possible to show products in real-time to potential buyers. This helps make choices faster, remove costly miscommunications and enables sales from anywhere, even remote visualizations are possible.

[\*\[Video\] Check out how Tacton Visualization is improving operational efficiencies and customer success\*](#)

Configured endoscopy cart - overview



Configured endoscopy cart - detail 2



Configured endoscopy cart - detail 1



Configured endoscopy cart - Endoscope



## 3. Converting Potential Leads

### The Challenge:

74% of industrial B2B buyers now research at least half their purchases online ([Accenture](#)). With customers doing more shopping online than ever it's important to be able to showcase products anywhere any time. While many manufacturers' have begun the process of creating an omnichannel sales experience, some still rely on the old sales pitch complete with text-based descriptions.

### The Solution

Creating an exciting buying journey complete with visualization embedded directly onto a website can make all the difference. Letting customers create their own products with self-service not only shows your base product options but can also your complete portfolio. This enables manufacturers to showcase additional options for upselling and cross selling. As a bonus, customers who visualize and configure their products are more likely to purchase them.

[\*\[Blog\] Kickin' the Tires with 3D Product Visualization\*](#)

## 4. Order Errors

### The Challenge:

Without visual confirmation the final product can be left up to guess work after a back and forth between sales and engineering. This can lead to costly misconfigurations and unhappy customers.

### The Solution:

Visual configuration gives instant visual confirmation of a product's features, no matter how small. This creates trust between buyer and seller that goes a long way in closing the deal. Visualizing in context of where the product will be placed also gives accurate expectations of the configuration. This accuracy also simplifies any complex configuration process.

[\*\[Video\] Experience Tacton CPQ with Visualization and Augmented Reality\*](#)

## 5. Strengthen Brand Perception

### The Challenge:

The field is crowded, no matter which manufacturing sector you work in. With so much competition it's critical for your brands to stand out in a way that makes potential customers connect with your products.

### The Solution

Creating that wow effect with visuals of products enables you to create a connection that many manufacturers are missing, a genuine excitement for the product. Visualization shows off all the investments in product design and innovations, creating a stunning brand perception. It even creates a transparent buying process, what the customer sees on the screen is guaranteed to be the product that comes off the assembly line.

[\*\[Blog\] Build Brand Quality and Credibility with Visualization\*](#)

## In Closing

With rapid changes in the market and a focus on customer satisfaction, manufacturers must leverage new solutions to enable the customer to do more while also improving many internal operations. Today's modern manufacturers need to transform their sales pitch to gain the attention and purchasing power of potential customers. That all begins with Visual configuration and CPQ for manufacturers.

Visualization enables manufacturers to focus on the customer, while allowing their sales and engineering teams to offer not only an accurate product but the optimized product. Creating confidence with an engaging experience will bring your customers back for future purchases and make you the envy of the industry.



[Read more about Tacton  
Visual Configuration here](#)



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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.

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