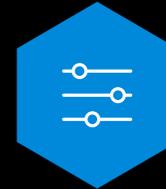# CPQ checklist

A checklist for manufacturers striving for innovation

This checklist is aimed at manufacturers looking for the last push towards the best CPQ solution for their business.

You are aware of the fact that CPQ software enables flawless configuration, calculation, and quotation. But have you considered your own long-term vision and how CPQ should connect to this vision?

Demand for customization

Product variance increases

Customer demand is unpredictable

Product package is becoming increasingly knowledge intensive

The checklist

Be able to handle the complexity of your product- and pricing rules.

Where complexity in product structures and pricing rules rise overhead, **CPQ software should be able to tackle all complexity**. It should support complex 3D models, product structures, complicated formulas, and much more.

The party you choose should not aim to wear out thousands of euros worth of consultancy. Software should speak for itself. And as such, be designable by yourself.

> "The complexity of our products can no longer be summarized on paper: what is printed today, will be outdated tomorrow. Moreover, it is nigh impossible to compress all of the required knowledge to configure our products on paper: flawlessly composed and optimally answering customer requirements."
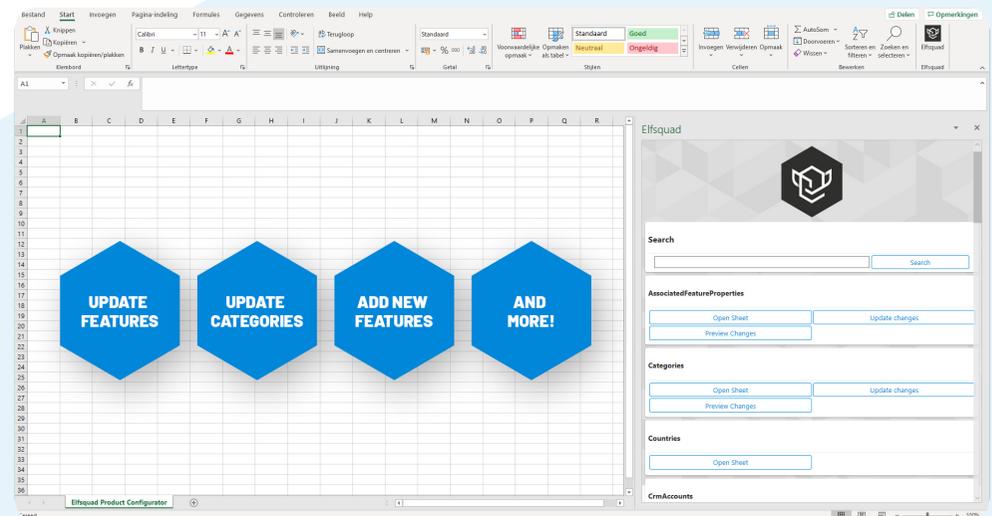
Peter Lenferink
CEO - Manter

Removes endless copying and pasting of Excel & Word documents from your process.

Copying all of your data from Excel to Word is a thing of the past. Excel is very much able to manage large amounts of data. And Word absolutely has its benefits. But a CPQ package **completely relieves you of double data entry**.

> "You do not need to cancel your office package just yet. With Elfsquad's Excel Plugin you can both export and import all possible data within milliseconds. As a result, you can keep on working with familiar tools. And you complement this with the best languages in the business."
>
> **- Elfsquad**

✓ Scale your business internationally, regardless of your employee count.

By drastically reducing runtimes of sales, engineering, and production the focus can be aimed at growth. And by also making the software available for end customers online, **internationalization comes knocking at your door**.

✓ Supports multiple languages.

Manufacturing businesses with international customers, salespeople, dealers, or the ambition to cross the border need an application that supports multilingualism. **With one push of the button you should be ready for international growth**.

This asks for a software package with the vision to make businesses grow further. Businesses that are ahead of the market for this very reason.

> *"Many of your international customers and dealers can now configure our products autonomously. This is then quickly checked, and soon production follow-up can take off. As such, our dealers are able to go through the entire pre-production process by themselves."*

Willem Swinkels
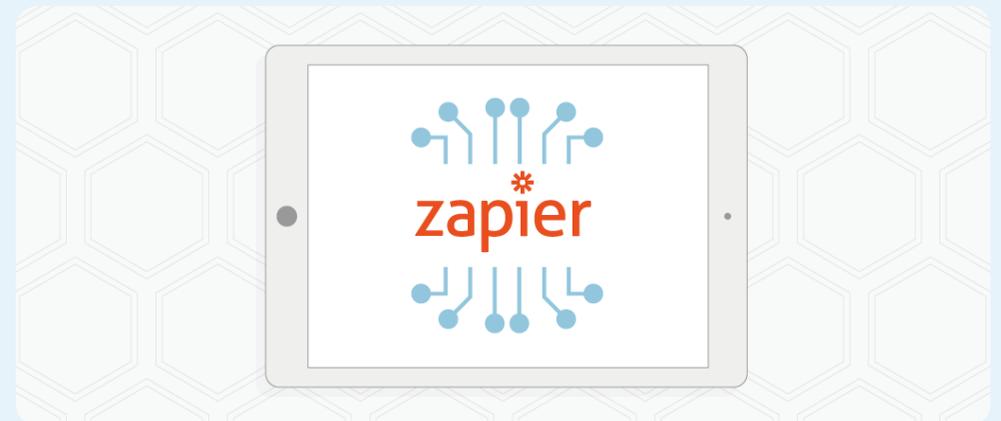R&D Engineer - Tilbox

✓ Does not try to be everything in one package, but focuses on connectivity.

CPQ software is CPQ software. And excels at this. CPQ should not be a disguised ERP or CRM system. But should seamlessly integrate with the packages you are currently using. Because the software is at its best when in company.

Go for cloud-based solutions with open API functionality, scalable functions and a team of developers with a big drive for innovation. **Ending up in always utilizing the latest technical developments**.

> *"Elfsquad links itself to integration platforms such as Zapier. Because in current times connectivity is one of the most important USPs in a software package."*
> **- Elfsquad**

✓ Implementation becomes a matter of days, not weeks.

Long implementation processes not only cost a lot of money, they are simply frustrating. Your CPQ solution should be able to render within a few days. Because competition does not sit idle.

CPQ software should eventually be made available as an online configurator for the end customer. If that is the case, you should not want an additional implementation process with a web designer.

> "
>
> *"The power of Elfsquad lies in the ability to make the most complex connections available in a user-friendly interface. Both broad technical product knowledge and complex, time-consuming engineering- and quotation processes. Designable and manageable by yourself. Allowing fast adjustments."*

Wessel de Haan
Sales Engineer - Elfsquad

✓ Allows you to handle design and management autonomously.

With managing and designing your software you do not want to be depending on programmers and third parties. **The software should speak for itself**. Since you obviously want to be able to add products, change prices and manage dealers by yourself.

✓ Not only relieves sales, but engineering and production too.

Integrating CPQ with CRM to digitize the entire sales process is not all. Using smart integration with ERP and CAD allows automatization of engineering, on top of things. **Resulting in a guaranteed flawless follow-up towards production.**

✓ Allows end customers to be guided through the buying process.

Guided Selling **nearly takes away the need for profound product knowledge**. As a result, end customers are able to compose products by themselves, without error. Along with a direct and correct price calculation in a personalized quotation document.

❝

"The entire product is configured within Elfsquad. The dealer, joined by the end customer, configures all of the options in Elfsquad. It is impossible to make mistakes during this process, as Guided Selling creates nothing but clarity."

Robert-Paul Frenken
Design Engineer - Smartbox

✓ Increases upsell- and conversion percentages through visual 3D sales.

CPQ should do sales for you. Through **clear visualization supported by 3D models** you directly present details distinguishing your products. Resulting in conversion percentages peaking and upsell possibilities growing far more likely.

❝

"Luxetenten supplies end customers with more involvement through 3D models. And exhibits its distinguishing details."
- Luxetenten

Elfsquad ticks all the boxes.

We support manufacturing businesses targeting growth and internationalization. Where the focus lies on visibility, mobility and cooperation.

Software packages exist which claim they can realize this. Yet they are complicated, inflexible and laborious. In other words: anything but flawless.

So we went on to create this software ourselves. With the brightest minds in the field of AI. This, along with our experience gained at manufacturing businesses, allowed us to develop Elfsquad CPQ.

We are convinced that we have in our hands the best and most user-friendly configuration software in the market. And that we can handle your complexity.

So we happily challenge you to try out our online demo to showcase all of the groundbreaking functionalities in our software.

Plan an online demo

You have direct access into our schedule, so that you can plan a moment that suits you best. We demonstrate everything in 30 minutes. Short but sweet. Based on your situation.

1 Able to handle the complexity of your product- and pricing rules.

2 Removes endless copying and pasting of Excel & Word documents from your process.

3 Scales your business internationally, regardless of the number of employees.

4 Supports multilingualism.

5 Does not try to be an all-in-one package, but focuses on connectivity.

6 Implementation takes days, not weeks.

7 Allows you to do design and management by yourself.

8 Not only relieves sales, but engineering and production too.

9 Allows end customers to be guided through the buying process.

10 Increases upsell- and conversion percentages through visual 3D sales.

Interested or looking to learn more?
Contact Martijn Douma.

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