

5 Problems Manufacturers Can Solve with Experlogix CPQ

Smarter selling. Simpler scaling.



Manufacturing's New Normal: Custom, Complex, Constantly Changing

Manual sales quotes, disparate systems, heavy coding and spreadsheet chaos won't cut it anymore. Not for manufacturers looking to compete in a globalized, digital world.

Enter: Experlogix CPQ

Experlogix CPQ is the modern manufacturer's quoting engine, automating complex work so they can scale revenue without exponentially scaling costs.

Whether you're building custom industrial machinery, configuring modular electrical systems, or assembling multi-layered service packages, Experlogix CPQ empowers your team to deliver fast, accurate quotes every time, regardless of complexity.



“The main challenge we had to solve was the complexity of our requirements... As we went through demos, it became clear that Experlogix was the right solution.”

François Lourdel-Henaut, Enterprise Business Application Front Office Manager at Lexmark



From Order Configuration to Shopfloor, Automated BOM Details

Problem: Custom quotes make BOM generation complicated and confusing

Solution: CPQ generates BOMs and routing notes as soon as a quote is created—no extra legwork required.

Result: Faster handoffs between sales and production. Fewer errors. Happier customers.

Bonus Benefit: Generate more detailed BOMs and other documentation to reduce customer confusion.

“The [BOM] itself doesn’t really explain what the customer is getting. We now provide more comprehensive documents that show customers exactly what they’re buying. It makes it easier for sales to close deals, and it makes for a better experience for the customer.”

Eelko Molenhuis, QA & CI Manager, Howden Netherlands



Sales + Engineering = Finally in Sync

Problem: Quotes get kicked back because they're unbuildable.

Solution: CPQ enforces rules and logic that only allow valid configurations.

Result: Less back-and-forth, more mutual trust, and smoother handoffs.

Bonus Benefit: A simpler sales process means accelerated sales onboarding.

“We’ve gone from having a piece of paper that gave you thousands of SKUs, to having only the appropriate ones presented.”

Matthew Peacock,
IT System Administrator at Valley
Countertop Industries



VALLEY COUNTERTOPS
INDUSTRIES LTD.

HROA





Fast Quotes, More Wins

Problem: Complex quote and order delays result in lost deals.

Solution: CPQ automates pricing, discounting, approvals.
Even 3D visual configuration.

Result: Quoting takes a fraction of the time, even for the most complex configurations.

Bonus Benefit: Sales has more time to research, prospect and build relationships.

“Experlogix enables us to produce orders in just a fraction of the time previously required. We no longer have to deal with complex systems involving multiple software tools and hordes of Excel spreadsheets.”

Guido van Mier, Configuration Manager at Thermo Fisher Scientific

ThermoFisher
SCIENTIFIC

Grow Business Without Exponentially Spiraling Overhead

Problem: Growing sales breaks the system or forces you to over-hire.

Solution: CPQ automates complex quoting logic, so teams can handle more without burning out or falling behind.

Result: Higher quote volume capacity, fewer headaches for sales and IT, lower overhead.

Bonus Benefit: Your partners can also quote and sell your products more effectively.

“The company was at a crossroads. We were faced with either adding more programmers (to rectify system deficiencies) or find a new product. We run very lean, and adding more programmers went against that.”

Jonathan Pollard, IT Manager at Takeuchi

TAKEUCHI

Turn Configurations into Actionable Business Intelligence

Problem: Sales and product teams are selling blind.

Solution: CPQ captures quote data, connects it to CRM/ERP, and shows what configurations you're selling.

Result: Sharper forecasts, better product decisions and less guesswork across departments.

Bonus Benefit: Spot emerging trends (like rising demand) before your competitors do.



“It takes a lot of process and hardware knowledge to sell our products. With the help of Experlogix, we are building a centralized place where all this information is documented.”

Flavia Manz, Project Leader at Evatec



