

Press Release

April 2021

Configure-price-quote platform from camos captures the mood of the moment

Stuttgart, 14th April 2021 – camos Software und Beratung GmbH has developed a holistic configure-price-quote (CPQ) platform that ensures their customers are ideally prepared for the future of B2B sales. The *camos CPQ 365* platform specialises in complex, varied products and portrays all requirements for digital sales. Depending on the target group and user scenario, it is either integrated into the website or online shop as a guided selling module with a guided needs analysis. Here, interested parties can configure the product themselves, view all offer-relevant information or place an order independently. Alternatively, it can be used as an internal quoting tool by an in-house network of salespeople and retailers so that products can be configured, calculated and offered reliably and quickly.

When developing *camos CPQ 365*, the main focus was on the complete digitisation of the customer journey throughout the sales process. Steffen Lorscheider, Head of Development at camos, explains: 'together with our customers in mechanical and plant engineering, the energy industry and other industrial sectors, we intensively focussed on the question of how B2B decision-makers will keep each other informed in future when complex goods are involved. We are convinced that digital procurement processes won't stop, even for products in need of additional explanation. Digitisation will continue to increase in this area, with personal contact in the sales process moving further towards the transaction completion phase. It is even becoming completely obsolete in some areas, as even industrial goods are being procured via self-service more and more frequently. Contact bans during the current pandemic are further fuelling this development.' These six success factors make the CPQ platform from camos a new hub and pivot point in this increasingly digital environment:

- 1. Customer Centricity:** The platform puts the customer centre stage. They decide for themselves when they receive what information.
- 2. Guided Selling:** Operation is intuitive so that the customer can configure their product online independently. A guided needs analysis offers support.

3. 3D Visualisation: A 3D visualisation of the configured product ensures that the customer visually gets to know the product and gets excited on an emotional level.

4. Budget Quote: The software offers the right support for each phase of the customer journey through the digital sales process. In the early information phase, initial information made available on an ad hoc basis and budget offers provide the customer with a rough budget framework.

5. Self-Service: The level of detail can be increased step by step until the binding quote. Self-service functions extend to a product purchase via an integrated online shop.

6. Use in the Cloud: With a modular, scalable software architecture, *camos CPQ 365* is optimised for use in the cloud – the solution can also be operated on premise.

Steffen Lorscheider is pleased: 'in *camos CPQ 365*, we are proud to have developed a quoting platform that solves the challenges of digital B2B sales and gives our customers a competitive edge. It makes our customers and their products visible in a digital environment and facilitates scaling in sales. Regarding usability and user experience, the software meets the high expectations that are increasingly being transferred from the B2C environment into the B2B environment.'

About camos Software und Beratung GmbH

With [camos Quotation](#) and [camos Configurator](#), Stuttgart-based camos Software und Beratung GmbH has developed one of the leading CPQ software solutions (Configure Price Quote) for quotation generation and [product configuration](#) in the B2B market. camos is the competent partner for customised design, implementation, integration and introduction of [CPQ solutions](#). [Prestigious customers](#) with technically sophisticated products such as Siemens, Schindler, Liebherr and MAN are using the software on a global basis, both as a mobile application for field sales and also integrated within ERP systems (e.g. SAP ERP) in-house. With around 100,000 named users, particularly in the field of mechanical and systems engineering, camos is the foremost provider in Europe within this segment.

Your press contact:

Daniel Kaiser

Marketing Manager

Telephone: +49 711 78066-12

Fax: +49 711 78066-60

Email: d.kaiser@camos.de

Internet: www.camos.de