

Press information

January 2019

CPQ Solution Provider Continues to Grow

camos looks back on a successful year of 2018

Stuttgart, January 28, 2019 - camos Software und Beratung GmbH has again increased its revenue and incoming job orders in 2018. The CPQ solution provider is pleased to announce many new customer projects in machinery- and plant construction and a high demand from existing customers who invested heavily in CPQ expansions and modernisations in 2018.

Michael Hüllenkremer, Managing Director of camos, sums up: "camos is looking back on a very successful year. The entire team worked very well and was able to exceed the planned company targets. We were able to gain valuable consulting- and implementation partners with the IT service provider UDS Urbane Daten-Systeme GmbH and BearingPoint GmbH."

Suppliers of complex and multi-variant products focus their sales processes even more on the customer and provide information on the solution during the entire sales process in digital form. Especially in markets whose products are becoming increasingly comparable, this approach leads to a decisive competitive advantage. Also, this customer-oriented development is at the top on the camos agenda for 2019: user experience of the CPQ solution will be further enhanced and the 3D visualisation of the individually configured products will be even more closely matched to customer needs. This allows camos to convince customers in the decision-making process on a visual-emotional level.

The forecast for the financial year 2019 is also very positive for Michael Hüllenkremer: "Digitalisation in the B2B business is progressing at a rapid pace. Buyers in this environment increasingly prefer digital channels for information gathering and decision-making regarding investment. For camos, these are the key driving factors to maintain the growth course in 2019. Our CPQ solution is the basis for digitalised quotation- and job order processes. It provides the necessary information for all phases of the investment decision for complex products with many variants and supports the sales process up to the order received."

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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, KONE, 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 & PR Manager

Telephone: +49 711 78066-12

Fax: +49 711 78066-60

Cell: +49 178 7806612

Email: d.kaiser@camos.de

Internet: www.camos.de