

WAVE REPORT

The Forrester Wave™: Configure, Price, Quote Solutions, Q1 2025

The 13 Providers That Matter Most And How They
Stack Up

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Summary

In our evaluation of configure, price, quote (CPQ) solutions providers, we identified the most significant ones and researched, analyzed, and scored them. This report shows how each provider measures up and helps you select the right one for your needs.

Additional resources are available in the [online version](#) of this report.

Align Your CPQ Criteria With Your Business Needs And Customer Expectations

As CPQ plays an increasingly strategic role in the middle office enabling businesses to scale growth and enhance customer experiences, enterprises must consider a vendor's long-term value delivery and capabilities today as well as its ability to evolve and innovate with the enterprise's business needs and strategic direction. Digital-native buyers in growing numbers will demand choice in how they buy, intuitive and value-rich experiences, and offers and pricing that are optimized for them. Technology and revenue operations leaders should weigh and prioritize relevant capabilities and use cases and align them with market trends in their industry, business needs, their existing technology stack, and customer expectations.

CPQ solutions customers using this evaluation to inform a purchase decision should consider:

- **The industry-specific needs, business model, and offerings.** Prioritize requirements to help align to vendor capabilities. For example, software-as-a-service (SaaS) businesses must configure and price any combination of perpetual, subscription, and consumption-based services and manage customer assets across their lifecycle; customized product manufacturers need 2D/3D product visualization and a scalable configurator for fast response times with complex products; cloud and managed service providers must manage complex post-order fulfillment workflows; and price-volatile industries like wholesale distribution and high tech may need pricing optimization.
- **Your omnichannel market coverage focus.** Supporting the extensibility of CPQ services via API calls to an e-commerce site or a partner portal is essential to supporting the mix of direct sellers, self-service buyers, and channel partners like resellers and distributors. This functionality allows organizations to scale globally with a common product catalog, configurator engine, and pricing rules that are decoupled from the front end and extended to personalized sales portals and marketplaces. Deploy rebate management to incent partners and manage rebates.
- **How to integrate and streamline revenue processes.** Assess the current infrastructure and integration needed with your CRM, enterprise resource planning (ERP), e-commerce, and other revenue lifecycle management systems like contract lifecycle management, order management, and billing management, or computer-aided design (CAD)/product lifecycle management (PLM) for manufacturers. Validate ease of integration and setup with provided APIs or connectors; administrative tools provided; and the level of support the vendor, a partner, or an

integrator can offer.

Evaluation Summary

The Forrester Wave™ evaluation highlights Leaders, Strong Performers, and Contenders (see Figures 1 and 2). We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt the findings based on their priorities using Forrester's interactive provider comparison experience.

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Figure 1
Forrester Wave™: Configure, Price, Quote Solutions, Q1 2025



*A halo indicates above-average customer feedback. A double halo indicates that the vendor is a Customer Favorite.

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Figure 2

Forrester Wave™: Configure, Price, Quote Solutions Scorecard, Q1 2025

		Forrester's weighting	Cincom Systems	Configit	Conga	Epicor	Experlogix	Infor	Oracle
Current offering			2.80	2.20	3.90	2.60	2.10	2.60	4.30
Configurator architecture and logic	10%	3.00	3.00	5.00	5.00	3.00	3.00	5.00	
Configurator engine	5%	1.00	5.00	3.00	3.00	1.00	1.00	3.00	
2D/3D product visualization	5%	5.00	3.00	3.00	5.00	3.00	5.00	3.00	
Pricing and discount management	10%	3.00	1.00	3.00	1.00	3.00	3.00	5.00	
Pricing optimization management	5%	1.00	1.00	3.00	1.00	3.00	3.00	5.00	
Rebate management	5%	3.00	1.00	1.00	1.00	1.00	1.00	3.00	
Quote and document generation	10%	3.00	3.00	5.00	5.00	3.00	3.00	5.00	
Subscription and asset management	5%	1.00	1.00	5.00	1.00	3.00	1.00	5.00	
Approval workflow management	5%	3.00	3.00	5.00	5.00	1.00	1.00	5.00	
AI capabilities	5%	1.00	1.00	3.00	1.00	1.00	3.00	3.00	
Product catalog and data management	5%	3.00	3.00	3.00	3.00	1.00	3.00	3.00	
Self-service purchasing	5%	3.00	3.00	3.00	3.00	1.00	1.00	5.00	
System integrations	5%	3.00	1.00	5.00	1.00	1.00	3.00	5.00	
Revenue lifecycle management	5%	3.00	1.00	5.00	1.00	1.00	3.00	5.00	
Starter templates and tools	5%	3.00	3.00	3.00	1.00	1.00	3.00	3.00	
Implementation	5%	5.00	3.00	5.00	3.00	3.00	3.00	3.00	
Customer success	5%	3.00	1.00	5.00	1.00	3.00	3.00	5.00	
Strategy			1.30	1.80	4.70	2.70	1.30	2.80	5.00
Vision	20%	1.00	3.00	5.00	3.00	1.00	3.00	5.00	
Innovation	20%	1.00	3.00	5.00	3.00	1.00	3.00	5.00	
Roadmap	20%	1.00	1.00	5.00	3.00	1.00	3.00	5.00	
Partner ecosystem	15%	1.00	1.00	5.00	1.00	1.00	3.00	5.00	
Pricing flexibility and transparency	15%	3.00	1.00	3.00	3.00	3.00	3.00	5.00	
Community	10%	1.00	1.00	5.00	3.00	1.00	1.00	5.00	

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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		Forrester's weighting	Pricetx	PROS	Salesforce	SAP	Tacton	Vendavo
Current offering		2.70	4.30	3.60	3.10	2.60	3.40	
Configurator architecture and logic	10%	1.00	5.00	3.00	3.00	5.00	3.00	
Configurator engine	5%	1.00	5.00	1.00	3.00	1.00	3.00	
2D/3D product visualization	5%	1.00	3.00	3.00	3.00	5.00	3.00	
Pricing and discount management	10%	5.00	5.00	3.00	3.00	3.00	5.00	
Pricing optimization management	5%	5.00	5.00	3.00	3.00	1.00	5.00	
Rebate management	5%	3.00	3.00	5.00	3.00	3.00	5.00	
Quote and document generation	10%	3.00	3.00	3.00	3.00	1.00	3.00	
Subscription and asset management	5%	1.00	5.00	5.00	3.00	1.00	1.00	
Approval workflow management	5%	5.00	3.00	3.00	3.00	3.00	3.00	
AI capabilities	5%	5.00	5.00	3.00	3.00	1.00	3.00	
Product catalog and data management	5%	1.00	5.00	3.00	3.00	3.00	5.00	
Self-service purchasing	5%	1.00	5.00	5.00	3.00	3.00	3.00	
System integrations	5%	3.00	5.00	5.00	3.00	3.00	3.00	
Revenue lifecycle management	5%	1.00	3.00	5.00	5.00	1.00	3.00	
Starter templates and tools	5%	3.00	5.00	5.00	3.00	3.00	3.00	
Implementation	5%	3.00	3.00	3.00	3.00	3.00	3.00	
Customer success	5%	3.00	5.00	5.00	3.00	3.00	3.00	
Strategy		2.80	4.20	4.70	3.90	3.40	2.40	
Vision	20%	3.00	3.00	5.00	3.00	5.00	3.00	
Innovation	20%	3.00	5.00	5.00	5.00	3.00	1.00	
Roadmap	20%	3.00	3.00	5.00	3.00	3.00	3.00	
Partner ecosystem	15%	3.00	5.00	5.00	5.00	3.00	3.00	
Pricing flexibility and transparency	15%	3.00	5.00	3.00	3.00	3.00	3.00	
Community	10%	1.00	5.00	5.00	5.00	3.00	1.00	

Scores are on a scale of 1 (below par relative to others evaluated) to 5 (superior relative to others evaluated).

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Leaders

Oracle

Oracle, headquartered in Austin, Texas, is one of the largest cloud service providers in the world and a computer technology company. Oracle Configure, Price, Quote (formerly BigMachines) runs on the enterprise-grade, performant, and secure Oracle

Cloud infrastructure.

- **Strategy.** Oracle sees the CPQ solution as the engine at the center of all B2B buying and selling processes across every sales channel, in diverse industries, for a wide range of business models. The strength of its innovation and roadmap has evolved from a focus on its platform to standardization and unification of revenue processes across any channel to the next AI-enabled state of cognition. Oracle Configure, Price, Quote has an AI-first innovation strategy focused on addressing market needs and is an API-first, composable platform with applications that enable key revenue transformation capabilities.
- **Capabilities.** Oracle Configure, Price, Quote provides a flexible configurator engine; pricing, discount, and optimization management; document generation; and approval workflow management. Optionally, it can provide subscription and asset management, self-service purchasing, contract management, order management, and billing and revenue management. Oracle Configure, Price, Quote is typically deployed in large omnichannel enterprises. Generative AI (genAI) is currently not deployed.
- **Customer feedback.** Customers like the customizable out-of-the-box guided selling experience, pricing approvals flexibility, functionality updates each quarter, and fast CPQ project ROI. Some noted concerns about the performance of large models, limitations generating very large documents, and limited reporting.
- **Forrester's take.** Oracle is best for large enterprises with diverse selling processes offering mature products and services across direct, indirect, and e-commerce sales channels.

View [Oracle's detailed scorecard](#).

Conga

Conga is a global provider of revenue lifecycle management solutions focused on the technology sector that include CPQ, contract lifecycle management (CLM), and document automation. After being acquired by and merging with Apttus in 2020 and under the new CEO, Conga has transformed into a customer-first culture.

- **Strategy.** Conga's differentiated vision centers on delivering a revenue advantage to the world's growth champions. Strong in revenue lifecycle management, Conga excels in its level of R&D investment and innovation that has driven the delivery of end-to-end revenue lifecycle solutions, including Conga CPQ on Revenue Lifecycle Cloud. Its roadmap plans are some of the most comprehensive in the

market and its execution and focus remain positively aligned on the customer experience.

- **Capabilities.** Conga CPQ offers a very capable configurator, advanced document generation and approval workflows, subscription management, and system integrations across CLM and billing and revenue management. It can partner to provide 3D product visualization but does not integrate with CAD and PLM systems. Conga CPQ customers migrating to Revenue Lifecycle Cloud will begin to use a unified data model that aspires to unlock revenue intelligence across the systems.
- **Customer feedback.** Customers expressed strong faith in the current leadership and felt Conga's professional services implementation and postsale support were great. They also noted that speed is an issue in the out-of-the-box price setting and would like to see better educational resources for understanding the high-performance infrastructure (Turbo). Conga is a Customer Favorite in this evaluation.
- **Forrester's take.** Conga is a great choice for organizations looking to integrate and streamline their end-to-end revenue lifecycle management processes.

View [Conga's detailed scorecard](#).

PROS

PROS is a CPQ and price optimization solution provider serving mostly the manufacturing, wholesale distribution, and transportation and logistics industries. PROS is the only CPQ solution provider using a deep neural network for explainable AI in price prediction and optimization.

- **Strategy.** PROS' vision centers on powering businesses' omnichannel commercial strategies. It was the first to deliver pricing optimization to the market and the first to embed it within the CPQ solution. With 20 in-house patents/patents pending and above-average R&D investments, it has an unrelenting focus on innovation. PROS was named the 2024 Microsoft Global ISV Partner of the Year and recently launched its marketplace, on which partners and customers list their offerings built as extensions on the PROS Platform.
- **Capabilities.** PROS Smart CPQ is built on an API-first, headless architecture. For complex configurations, it is designed to handle quotes with more than 30,000 line and sub-line items and can provide pricing optimization, subscription and asset management, self-service collaborative quoting, and channel rebate management. GenAI models were added and are integrated with Microsoft Copilot

for Sales. Although it can provide 3D product visualization, CAD/PLM integration is not available.

- **Customer feedback.** Customers are positive, citing the capabilities of a powerful configurator engine, reliability of managing complexity with large quotes, and the highly trusted and strong partner they have in PROS. They noted the slow responsiveness to product evolution requests and need for more UI flexibility.
- **Forrester's take.** PROS is the optimal choice for organizations that are looking to scale their omnichannel sales, need a high-performing configurator, and require pricing optimization.

View [PROS' detailed scorecard](#).

Salesforce

Salesforce is one of the world's largest enterprise cloud-based software companies. The merger of two core offerings, Salesforce CPQ (formerly SteelBrick, acquired in 2015) and Salesforce Industries CPQ (formerly Vlocity, acquired in 2020), is the genesis of Salesforce Revenue Cloud, upon which certain priority sector industry-specific capabilities remain committed to be built.

- **Strategy.** Salesforce's superior vision for Revenue Cloud is a complete, AI-enabled revenue platform that is integrated, API first, and composable, and supports any channel and any revenue model. It is also envisioned to support any industry with augmented capabilities built by the Industries product teams. Salesforce's extensive roadmap and level of innovation support is poised to fulfill that vision. Existing Salesforce CPQ customers looking to move to Revenue Cloud should understand that it is a major implementation.
- **Capabilities.** Salesforce Revenue Cloud provides deal configuration, pricing and approvals, quotes and proposals, subscription management, and self-service purchasing. Although Revenue Cloud can integrate with CLM, order management, and billing systems, it already has these capabilities within. Revenue Cloud's performance may be challenging for organizations that need to handle very large and complex configurations.
- **Customer feedback.** Customers appreciate the easy-to-use UI, pricing configurations, quote management, subscription management, and ease and speed of implementation. However, they also cited performance challenges with complicated transactions and custom code and renewal struggles on subscription carryover, and wanted stricter rules to streamline the order enrichment process.

- **Forrester's take.** Salesforce Revenue Cloud is a good fit for Salesforce ecosystem organizations that want to streamline and optimize their revenue lifecycle management processes.

View [Salesforce's detailed scorecard](#).

Strong Performers

SAP

SAP is a European global software company based in Germany that develops enterprise software applications. SAP CPQ (formerly Callidus CPQ from CallidusCloud, acquired in 2018) is designed for seamless integration and scalability with the SAP ecosystem.

- **Strategy.** SAP focuses on delivering outstanding buying and selling experiences with best practices for CPQ. SAP has a strong history of innovation and a loyal customer base and partner ecosystem, with SAP CPQ serving the industrial manufacturing, distribution, professional services, software and IT, and telecommunications industries.
- **Capabilities.** SAP CPQ has a solid configurator, 3D product visualization, rules-based discount management, upsell/cross-sell recommendations, and integration with SAP's CLM, order management, and billing management solutions. Customers can deploy the product on premises or to the cloud. SAP CPQ integration with Oracle Sales Cloud is not supported and integration with Salesforce Sales Cloud is only supported through a partner solution.
- **Customer feedback.** Customers said SAP CPQ is easy to use, and they like the guided selling and ability to create quotes quickly across any device. They also cited configurator usability challenges for users with limited technical expertise, integration complexities, and licensing cost considerations requiring careful evaluation of the ROI.
- **Forrester's take.** SAP CPQ is best suited for medium to large enterprises with complex product offerings and a need for seamless integration with existing SAP systems.

View [SAP's detailed scorecard](#).

Tacton

Tacton, coheadquartered in Chicago and Stockholm, is a global CPQ solution provider serving manufacturers of complex configurable products. Tacton is known for its advanced configuration and product visualization capabilities.

- **Strategy.** Tacton's superior product vision is aligned to four themes: omnichannel, outcome-based selling, buying and selling experience and productivity, and ecosystem fit and solution owner experience, supported by AI-driven business decisions. Tacton's commitment to innovation leverages the experience and insights of its ecosystem of global technology, implementation, and sales partners. Further expanding the ecosystem may be the path to scale for growth.
- **Capabilities.** Tacton CPQ is a low-code platform that provides configuration with 3D product visualization, CAD automation, pricing, quoting, and approval workflow management, and, with its headless and composable APIs, enables omnichannel sales to any portal or e-commerce site. Subscription and asset management, pricing optimization, and AI capabilities are not available with Tacton.
- **Customer feedback.** Customers like the UI, the strength and ease of the configurator, the APIs' fast speed, the ticketing-based system for testing and publishing a workflow, and 2D/3D product visualization for sellers and potential customers. They feel Tacton could improve the document generation UI, provide better documentation and training/tutorials, simplify the complexity of the e-commerce UX design, and use AI solutions to automate CPQ analytics.
- **Forrester's take.** Tacton is a great fit for manufacturers of complex configurable products that prioritize 3D product visualization and CAD automation.

View [Tacton's detailed scorecard](#).

Vendavo

Vendavo specializes in CPQ, channel incentive management, and AI-enabled pricing optimization solutions that provide price setting, analysis, and guided selling for global manufacturers and distributors. Vendavo is based in Denver.

- **Strategy.** Vendavo's vision is to be the commercial operating system for the world's most profitable manufacturers and distributors, driving growth through every commercial decision. By aligning commercial operations with AI-driven insights, Vendavo is reshaping how companies manage pricing, sales, and profitability. Although the product roadmap is guided by Vendavo's Lighthouse

Customer Program, innovation plans must be specific and holistic to continue driving value through future customer requirements.

- **Capabilities.** Vendavo Intelligent CPQ offers core CPQ capabilities extensible to an e-commerce site, marketplace, or portal. It leverages a unified data platform called Vendavo Data Cloud that manages product data as a single source of truth. But Vendavo shines when enabled by AI to help centralize pricing strategy, provide guided pricing and upsell/cross-sell recommendations, and manage channel rebates. Vendavo does not offer subscription management.
- **Customer feedback.** Customers like the flexibility from the high level of customization available, value the ability to manage and track performance of a high number of price quotes, and praised the strength and experience of the Vendavo team. They cited performance issues due to customizations in their complex product portfolio and slow speeds with minor development change orders.
- **Forrester's take.** Vendavo is a good option for manufacturers/distributors looking to configure and optimize pricing deals and pricing strategy.

View [Vendavo's detailed scorecard](#).

Pricefx

Pricefx specializes in AI-powered price management and CPQ solutions that span pricing strategy through price setting, optimization, and guided pricing for sellers. Pricefx mostly serves manufacturing, distribution, and process industries globally and is headquartered in Germany.

- **Strategy.** Pricefx's vision is to provide its SaaS pricing platform to enable best-in-class pricing management, optimization, and CPQ capabilities that cover all key pricing processes for B2B and B2C companies. It also has a partnership with SAP and an SAP Endorsed App — Pricefx Optimized Dynamic Pricing — to help customers optimize their pricing in their ERP. Pricefx's strength in pricing management overshadows its CPQ and serves as a value-add solution for some other CPQ solutions that lack and need pricing optimization.
- **Capabilities.** Pricefx offers pricing negotiation guidance, product recommendations, price waterfall optimization, list price optimization, automated approval workflows, and analytics. For highly price competitive and volatile pricing industries, Pricefx Quoting (CPQ) software gives sellers quotes with the price to win and maximize margin, though, notably, it does not have a full-fledged configurator or subscription management.

- **Customer feedback.** Customers value the business impact of Pricefx. They like the real-time pricing optimization, the no-code/low-code flexibility, and AI-powered insights. They would like to see Pricefx simplify the UI, reduce the configuration setup complexity, and limit the level of customization needed.
- **Forrester's take.** Pricefx is a good fit for organizations that need a CPQ solution with pricing optimization in industries and use cases that do not require complex configurations or subscription management.

View [Pricefx's detailed scorecard](#).

Infor

Infor is a global provider of cloud-based, industry-specific enterprise software solutions for distribution, manufacturing, and service industries that span ERP, supply chain management, and human capital management. Infor is based in New York.

- **Strategy.** Infor CPQ delivers industry-specialized capabilities that run on the Infor Cloud built on Amazon Web Services. It integrates tightly with Infor's ecosystem like Infor Birst, a business intelligence and analytics platform that drives actionable insights across many CRM, ERP, CAD, and e-commerce solutions. Infor's customer advisory board and ecosystem partners play an important role in helping shape the roadmap. Infor seems to be gaining momentum.
- **Capabilities.** Infor CPQ provides an intuitive rules-based configurator engine, 3D product visualization and CAD drawings, pricing and quote management, and order generation. AI insights from the Infor Coleman AI platform include product configuration suggestions, pricing recommendations, discount guidance, cross-selling guidance, and quote performance analysis. Infor does not support subscription management and approval workflow management.
- **Customer feedback.** Customers are impressed with the configurability, 3D visual experience, and easy-to-use UI. They called out occasional performance issues on complex configurations, a steep learning curve, and complexity that may require an integrator/implementation partner to set up the solution properly.
- **Forrester's take.** Infor is a good option for manufacturing, distribution, and service companies that are an Infor ERP shop looking to deploy CPQ with 3D product visualization.

View [Infor's detailed scorecard](#).

Epicor

Epicor provides industry-specific enterprise software solutions for various sectors such as manufacturing, distribution, and retail, which include ERP, supply chain management, and digital commerce systems. Epicor is headquartered in Austin, Texas.

- **Strategy.** Epicor's deep industry expertise brings an innovation approach driven by data to build a connected ecosystem that spans the entire make-move-sell value stream. Epicor CPQ simplifies e-commerce and the sales process for sales teams and customers with an intuitive UI, hyperrealistic visualizations, automated quoting, document generation, and seamless business systems integration. Although it has a capable set of implementation partners, it must further expand its ecosystem.
- **Capabilities.** Epicor CPQ excels in 3D product visualization and its CAD integration, with photorealistic rendering and out-of-the-box augmented reality. For administrators, the Epicor Snap rules engine is a simple visual programming language that provides a foundation for creating complex product configurations, API calls, and creating and tracking approval workflows. Its configurator can run the server side headless via API for e-commerce and websites. Epicor does not offer subscription management, pricing optimization, or AI capabilities.
- **Customer feedback.** Customers are positive, appreciating the quick response times and effective problem resolution by Epicor's support team, as well as the flexibility in the CPQ's open sandbox environment for easier integrations. They'd like to see more robust reporting and said the UI and workflows need more customization options.
- **Forrester's take.** Epicor is a good choice for manufacturers and related industries that prioritize 3D visualization of configured products.

View [Epicor's detailed scorecard](#).

Contenders

Cincom Systems

Cincom Systems, headquartered in Cincinnati, is a global provider with more than 50 years of serving manufacturing companies that sell complex configurable products and services. In 2024, it was acquired by PartnerOne, one of the fastest-growing enterprise software groups in the world.

- **Strategy.** Cincom aspires for its CPQ to be a top revenue generator for complex manufacturers, though the clarity and path to that vision has just begun to come into focus. Cincom uses its FASTPATH Enable methodology to implement projects with the goal of enabling customers to implement, enhance, and manage them themselves. Cincom must accelerate its innovation to further strengthen and differentiate the value of its offering. Its roadmap should bring a welcome but well overdue refresh to its UI.
- **Capabilities.** Cincom offers on-premises, customer cloud/managed, and private cloud deployment choices. It provides 3D product visualization, pricing and discount management, approval workflows, extensibility of services to an e-commerce site, ample integrations, and starter templates. Cincom does not offer pricing optimization, subscription management, or AI capabilities.
- **Customer feedback.** Customers recognized Cincom's understanding of complex manufacturing needs, the easy-to-use 3D product visualization, low-code environment, and value of the on-premises deployment option. Some noted an updated UI, a fast upgrade process, AI-enabled pricing, and product structure visualization would be helpful.
- **Forrester's take.** Cincom is a good fit for manufacturers of complex configurable products for which 3D visualization and low-code deployment and management are important.

View [Cincom Systems' detailed scorecard](#).

Configit

Configit, based in Copenhagen, is a global provider in configuration lifecycle management solutions and a supplier of business-critical software for the configuration of complex products. Virtual Tabulation, its product configuration technology, differentiates in its ability to deliver greater speed and better handling of complexity.

- **Strategy.** Configit addresses the unique CPQ needs of large global manufacturers with highly complex needs that have configuration and alignment as major pain points rather than pricing. The Configit Ace configuration platform and Configit Quote together make up the enterprise-grade CPQ solution. Configit's vision and roadmap need to prioritize building more out-of-the-box flexibility into the platform to help empower users and elevate the experience.
- **Capabilities.** Configit has a powerful configurator engine, able to handle more than 100,000 parameters, based on precompilation of all valid configuration rules

rather than a runtime-constraint algorithm. Configit Ace manages the entire product portfolio over multiple product versions and can provide a view of all possible product variations through solution space analysis. It does not provide pricing management or subscription management capabilities.

- **Customer feedback.** Customers like the solution's performance, ease of integration, multilanguage quote generation, configuration design, and approval workflow. They would like the ability to report and track changes made in the product configuration (a capability now addressed in the last release), more out-of-the-box flexibility, and better tech support and turnaround time for new requested capabilities.
- **Forrester's take.** Configit is a good choice for manufacturers of highly complex products with an SAP ERP that prioritize fast performance and accurate configurations.

View [Configit's detailed scorecard](#).

Experlogix

Experlogix provides CPQ, document automation, and digital commerce solutions for medium to large enterprises across manufacturers of high-tech and industrial products and professional services industries. It merged with CPQ provider e-Con Solutions in 2020, expanding its North America customer base to EMEA.

- **Strategy.** Experlogix aspires to lower the CPQ total cost of ownership through continued innovation with seamless no-code integrations and workflows, a flexible configurator, and a friendly UI — a worthy but undifferentiated vision. Experlogix was designed to work seamlessly with the Microsoft Dynamics 365 ecosystem, for which they've been a go-to provider since 2005, and also integrates with Salesforce. Though Experlogix offers a capable solution, its innovation and roadmap could benefit from tighter integration between CPQ and digital commerce.
- **Capabilities.** Experlogix's CPQ configurator can be managed by a user with no programming or scripting required and supports subscription management. It can provide CPQ partner capabilities like 3D product visualization and pricing optimization but has no extensibility of CPQ capabilities to a digital commerce site. Experlogix engineers have training and implementation experience and offer regular training classes for users of all levels to ensure customers are well versed and self-sufficient.

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- **Customer feedback.** Customers like the reporting capabilities and said that the solution is intuitive and easy to use as well as flexible to do custom configurations. Some experienced performance issues on large quotes or transferring data files, as well as different levels of product support knowledge.
- **Forrester’s take.** Experlogix is a good fit for organizations using a Microsoft Dynamics 365 CRM or ERP solution, or a Salesforce system, that prefer to mostly deploy and manage a CPQ solution themselves.

View [Experlogix’s detailed scorecard](#).

Vendor Offerings

Forrester evaluated the offerings listed below (see Figure 3).

Figure 3
Evaluated Vendors And Product Information

Vendor	Product evaluated
Cincom Systems	Cincom CPQ, Enterprise version
Configit	Configit Ace 6 and Configit Quote 12
Conga	Conga CPQ, June 2024 release version
Epicor	Epicor CPQ, version 4.116.3
Experlogix	Experlogix CPQ
Infor	Infor CPQ
Oracle	Oracle Configure, Price, Quote
Pricefx	Pricefx Quoting (CPQ) software
PROS	PROS Smart CPQ, version 12.20 (summer release 2024)
Salesforce	Salesforce Revenue Cloud, Summer '24 release
SAP	SAP CPQ
Tacton	Tacton CPQ, version 9.82 (weekly releases)
Vendavo	Vendavo Intelligent CPQ

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Evaluation Overview

We evaluated vendors against three categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies, including elements such as vision and innovation.
- **Customer feedback.** A halo on a vendor's marker indicates above-average customer feedback relative to the other evaluated vendors. A double halo indicates outstanding customer feedback: We consider the vendor to be a Customer Favorite. As part of this evaluation, we speak with up to three customers of each vendor. We also consider customer input from our previous research.

Vendor Inclusion Criteria

Each of the vendors we included in this assessment has:

- **A minimum product revenue of \$10 million.** The revenue threshold is annual in CPQ solutions.
- **Configuration logic with CPQ.** The configuration capability is part of a standalone full CPQ solution and supports a configuration rules-based logic engine in addition to pricing and quoting.
- **A focus on large enterprises.** The vendor has a strong track record with active enterprise customers.
- **Relevance to Forrester clients.** Forrester clients frequently mention this vendor in client interactions and shortlist it when making purchase decisions.

Other Notable Vendors

The Forrester Wave evaluation is an assessment of the top vendors in the market; it doesn't represent the entire vendor landscape. You'll find more information about this market and additional vendors that Forrester considers to be notable for enterprise clients in our corresponding report: [The Configure, Price, Quote Solutions Landscape, Q3 2024](#).

Supplemental Material

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology](#) to evaluate participating vendors.

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos and briefings, and interviews with customers (vendors may provide up to three reference customers; we also consider feedback from other customers we've spoken with). We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the publishing date (quarter and year) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by October 17, 2024, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with our [vendor review policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. We score vendors that met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation in accordance with our [vendor participation policy](#) and publish their positioning along with those of the participating vendors.

Infor, Pricefx, and SAP declined to participate in the full Forrester Wave evaluation process. For vendors that are not full participants, Forrester uses primary and secondary research in its analysis. For example, we might use public information, data gathered via briefings, and independently sourced customer interviews to score the vendor. We may ask the vendor for an abbreviated briefing and/or to provide reference customers. We may also rely on estimates to score vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [integrity policy](#) posted on our website.



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