



tacton 

The Build vs. Buy Dilemma

Why Tacton CPQ Delivers More
Value, Faster



As a CIO, you need solutions that drive digital transformation without adding complexity and cost. A homegrown CPQ may seem like the best way to align to your company’s needs and complexity, but many IT leaders find it quickly becomes a resource drain—expensive to build and maintain and difficult to scale.

Tacton CPQ is purpose-built for complex manufacturers, eliminating the risks of custom development while ensuring flexibility, seamless integration, and long-term scalability. There are three core ways that Tacton helps CIOs create a more cost-effective, future-proof solution.

Homegrown CPQ is a Multi-Year, Multi-Million Dollar Commitment

Time to value is mission critical for staying competitive and realizing ROI. But building a CPQ is a long-term, resource-intensive commitment. Developing an enterprise-grade CPQ solution requires a full-scale software development team and years of effort before delivering business value.

Breaking Down the Resource Investment

Role	Team Size	Estimated Cost (Annual)
Software Developers (Front-End & Back-End)	5-10	\$1M – \$2M
Solution Architects	1-2	\$250K – \$500K
DevOps Engineers	1-2	\$200K – \$400K
Business Analysts	2-3	\$200K – \$400K
Subject Matter Experts (SMEs)	2-3	\$200K – \$400K
QA Engineers	2-3	\$150K – \$300K
IT Security Specialists	1-2	\$150K – \$300K
Project Managers	1-2	\$150K – \$300K

Total Estimated Cost



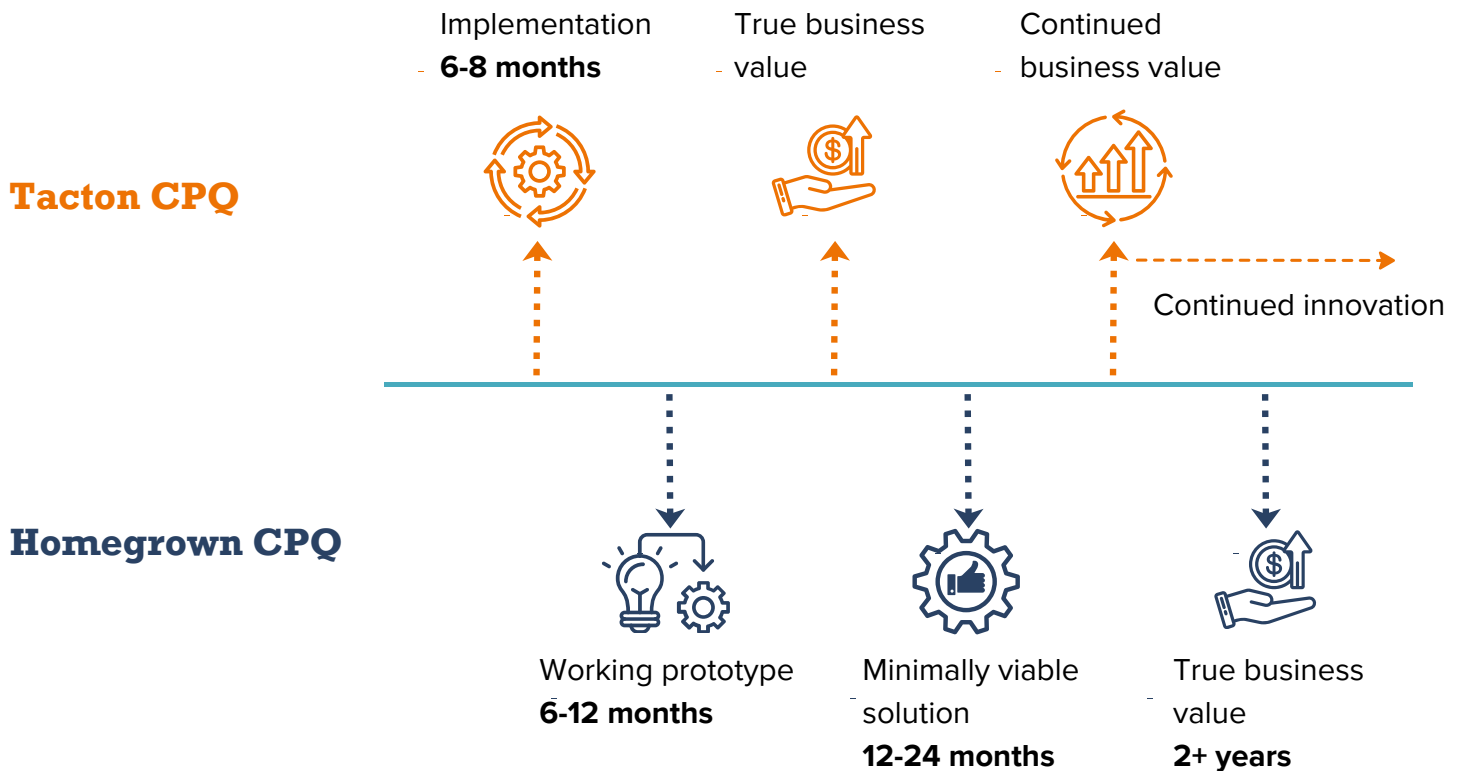
15 - 25
FTEs



\$2.5M - \$5M
per year

Beyond the cost of a full-time development team—often made up of multiple engineers, architects, and project managers—time to value is a critical factor. Even with a viable solution, the timeline to get there is long and complex.

A homegrown CPQ implementation often unfolds like this:



This prolonged timeline delays efficiency gains, strains IT resources, and increases the risk of misalignment with evolving business needs.

The Alternative: Value in Just Six to Eight Months

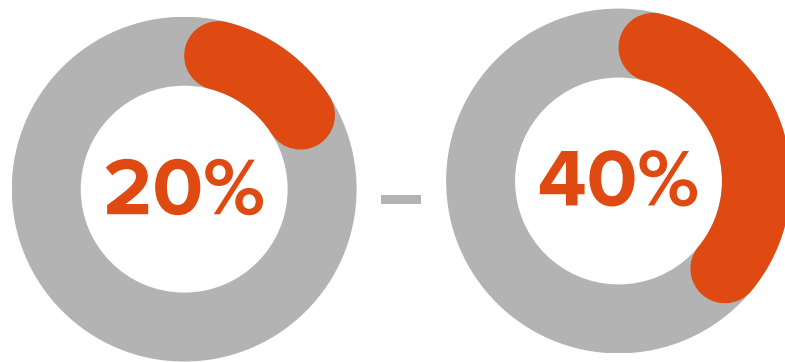
Rather than investing years into development, Tacton CPQ provides manufacturers with a purpose-built, out-of-the-box solution that can be deployed in months rather than years. With industry-specific capabilities, seamless integrations, and continuous innovation, Tacton eliminates the burden of custom development while ensuring a faster, lower-risk path to transformation.

The Hidden Costs of Maintenance: A Perpetual IT Burden

The greater challenge—and cost—comes after deployment in maintaining and evolving the system over time. Unlike an out-of-the-box solution, which benefits from ongoing vendor-driven enhancements, a custom-made CPQ requires continuous internal investment to remain functional, secure, and aligned with business needs.

The True Cost of CPQ Maintenance

Unlike a vendor-supported CPQ, where updates are delivered seamlessly, every improvement in a homegrown system is an internal project that leads to longer timelines, increased costs, and IT backlog.



The annual cost of maintaining a homegrown CPQ is typically 20-40% of the initial build cost, translating to \$1M–\$4M per year depending on complexity.

These costs stem from:

Bug Fixes & System Stability: IT teams must continuously monitor, troubleshoot, and resolve performance issues, ensuring the CPQ system remains reliable.

Pricing & Product Updates: Every adjustment to pricing rules, product configurations, and sales workflows requires dedicated engineering time and testing.

Feature Enhancements: As business needs evolve, so does the need for new capabilities. Each enhancement adds to the ongoing backlog, consuming IT resources and budget.

Your Homegrown CPQ Is Built for Today, But What About Tomorrow?

A homegrown CPQ may seem like a tailored solution today, but as your business evolves, it can quickly become a liability. Maintaining a custom-built CPQ demands ongoing investment and introduces risks that can hinder long-term growth.

Losing key talent, like engineers or developers, can leave your CPQ a black box.

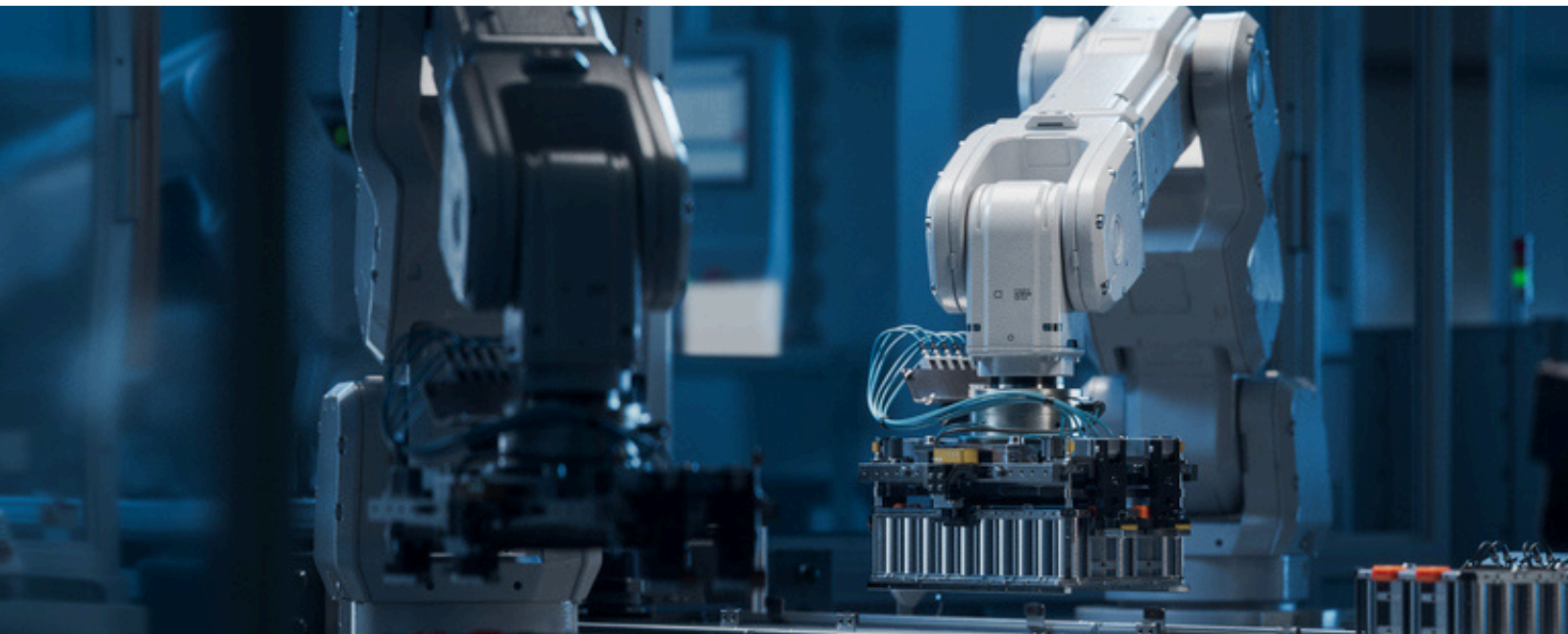
Developers stay an average of 2–3 years, and when they leave, your system becomes difficult to manage. Even simple updates can cause delays, disruptions, and extra costs due to knowledge gaps. With Tacton CPQ, you get a continuously evolving, enterprise-grade solution—no internal expertise required.

Security and compliance require constant attention.

Homegrown CPQ solutions often lack enterprise-grade security, leaving sensitive data exposed. Keeping up with GDPR, ISO 27001, and industry regulations requires continuous IT oversight. Tacton CPQ is ISO 27001 certified and ensures built-in security and automatic compliance updates without adding to IT's workload.

Scaling with business growth adds complexity and cost.

Expanding product lines, pricing models, or markets requires continuous custom development. More complexity means higher IT overhead, more staff, and constant maintenance. Tacton CPQ's cloud-native architecture scales effortlessly, adapting as your business grows.



The Smarter Path Forward: Why Tacton CPQ is the Right Partner for IT Leaders

As a CIO, your mandate is to drive business growth while optimizing IT resources. A homegrown CPQ is often seen as a customized solution, but in reality, it ties up critical talent, inflates costs, and delays business impact. Tacton CPQ offers a smarter, more agile alternative to deliver scalability, security, and continuous innovation without the burden of custom development.

How Tacton CPQ Outperforms a Homegrown Solution

Factor	Build In-House	Invest in Tacton CPQ
Time to Value	2-3 years	6-8 months
Total Cost Over 5 Years	\$10M - \$20M+	Fraction of that
Security & Compliance	High risk, requires IT oversight	ISO 27001 certified & always up-to-date
Scalability	Limited, requires custom dev work	Cloud-native & scales with your business
Continuous Innovation	Requires dedicated R&D team	Automatic updates & new features
Total IT Burden	Heavy, requiring ongoing development	Minimal, fully managed by Tacton

With Tacton CPQ, manufacturers get an enterprise-grade solution that accelerates implementation, lowers costs, and eliminates IT headaches.

- ✓ **Fast Implementation:** Avoid 2–3 years of custom development
- ✓ **Lower Total Cost of Ownership:** No surprise costs or IT overhead
- ✓ **Enterprise-Grade Security:** ISO 27001 certified, built-in compliance
- ✓ **Always Up to Date:** Continuous innovation without internal maintenance
- ✓ **Scalable & Future-Proof:** Grows with your business, adapting to evolving needs

Why take on the cost and complexity of building a CPQ when you can partner with a solution designed for long-term success? Tacton CPQ delivers faster ROI, lower IT burden, and the scalability manufacturers need to stay competitive. Connect with us today.

[Book a Demo](#)

Tacton named a 3x Leader in the Gartner® Magic Quadrant™ for CPQ Applications



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Transform your buyer experience with Tacton CPQ

Implement seamless configuration to order processes, real-time visualization, and streamlined operations across all channels. Discover compliant and sustainable solutions tailored to your needs. Book a demo call to elevate your customer experience today.

[book a demo](#)

 Tacton is a leading SaaS company redefining how manufacturers of complex products engage with their buyers. Its cutting-edge buyer engagement platform empowers manufacturers to streamline the buyer journey, deliver personalized, customer-centric experiences, and bring complex products to market faster and more efficiently.



With over 25 years of experience and trusted by more than 100 global leaders like ABB, Daimler, MAN, Scania, Siemens, Xylem, and Yaskawa, Tacton is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw, and Tokyo. Learn more at www.tacton.com.