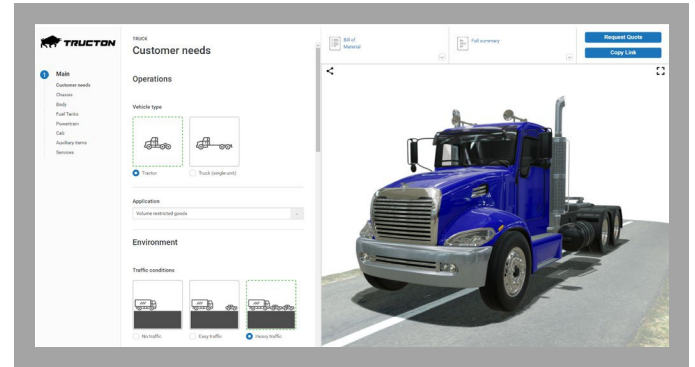


Bring Your Products to Life with Tacton CPQ Visual Configuration

Elevate buyer confidence, increase conversion, and drive sales with real-time product visualization

Modern B2B buyers expect more from their buying experience—they want to see and engage with solutions before committing. With Tacton CPQ Visual Configuration, manufacturers of complex products can transform sales processes by showcasing products in 3D. Empower your buyers to visualize, customize, and interact with your offers. By creating an immersive, intuitive buying experience, you'll reduce errors, accelerate decision-making, and foster trust that drives long-term loyalty.



Deliver unforgettable buying experiences while achieving real business impact



Increase sales efficiency

Accelerate deal cycles by highlighting the full potential of your products visually, reducing back-and-forth communication and driving quicker decisions



Reduced errors and risk

Create a mutual understanding with your customers, minimizing order errors, re-works, and warranty claims



Reduce sales cost with remote selling

Fewer costs of bringing product sample to the customer site and easier to attract sales staff if they can work from home



Increased sales velocity

Easily communicate the full potential of your portfolio to reduce friction in multi-stakeholder decision-making



Increased conversion

Create trust by making the sales process more transparent while building credibility



Boost revenue and deal size

Use immersive visuals to help enable cross-sell and upsell opportunities, maximizing every deal



Attract more leads

Capture attention with visuals that engage prospects from the first click

Key Features

Proprietary visualization technology ensures precision and reliability

Deep CPQ Integration seamlessly connects visuals with your sales process

Augmented reality creates an immersive buying experience

Advanced layout planning simplifies complex configurations

Hyper-realistic visual fidelity ensures every detail is accurate

Visualization sharing and screenshot generation enhance collaboration and clarity

Drag-and drop capabilities for easy configuration even for complex products

Available in all sales-channels

Get Started with Tacton CPQ's Visual Configuration

[Learn more](#) about how visualization can transform your sales process. [Get a demo today.](#)

Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton's founders pioneered computer-based product configuration which today powers Tacton CPQ and Design Automation. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw and Tokyo.