



CUSTOMER REFERENCE CASE

# Avant Tecno Strengthens Global Market Position by Unifying How 1,000+ Dealers Sell



## Company Overview

Avant Tecno is a Finnish manufacturer of compact articulated loaders and attachments, founded in 1991, serving markets in over 70 countries. Known for engineering versatile, high-quality machines that serve a wide range of tasks across construction, landscaping, agriculture, property maintenance, and material handling, Avant Tecno products are designed for durability, flexibility, and productivity in demanding work environments.

## The Strategic Opportunity

Recognizing an opportunity to strengthen market responsiveness and dealer communication across 1,000+ partners, Avant Tecno launched a strategic initiative to digitize its sales channel, capture market data, and reinforce competitive positioning. They were solving for:

- Limited visibility into dealer configurations, with spreadsheet-based quoting
- Unique product value not systematically presented to buyers
- No centralized way to capture buyer data or field insights
- Constrained ability to promote new options consistently across markets
- Product rollouts across multiple countries and languages

## The Solution

Avant Tecno and Tacton partner, CPC, moved quickly from evaluation to POC, validating that Tacton could be rolled out in months—not years. The implementation replaces fragmented spreadsheet-based quoting with a centralized Configure, Price, Quote (CPQ) platform covering their loader portfolio, built from the start to support multi-country, multi-language rollout.



### Rapid Proof of Concept

A rapid POC demonstrated full solution validation and portfolio coverage, proving the platform could handle Avant's product complexity before full commitment.



### Faster time to live

A clear path to go-live in three to four months allowed for faster deployment to their network and faster time to value.



### Strong dealer buy-in

Positive dealer feedback during MVP demos (UK, Belgium, and U.S.) confirmed the tool fits real-world dealer workflows and will drive adoption.



### Global rollout readiness

Avant Tecno had confidence in a fast, market-focused rollout across initial target countries, with the infrastructure already in place to scale.

## The Impact

By choosing Tacton, Avant Tecno is now positioned to standardize dealer engagement globally, capture real-time market data, and scale a future guided, self-service sales experience that boosts competitiveness across markets. Avant Tecno is now better positioned to do the following:



### Standardize and validate

Ensure right-first-time configurations across all loader series and options with a manufacturing-first platform.



### Elevate dealer value communication

Equip dealers to consistently present the full solution and maximize attachment opportunities, with testing add guided selling and self-service capabilities.



### Execute with an industry expert

Leverage the deep expertise CPC regarding Avant's operations and dealer model to ensure a practical, market-ready implementation.



### Translate field activity into strategic insight

Capture real-time configuration data to inform R&D, product launches, and commercial decision-making.



### Scale efficiently

Roll out a structured, multi-language platform across priority countries with speed and control.

*"For the first time, we have a single platform that gives us real visibility into how our dealers are configuring and selling our products across markets. That's a fundamental shift for us."*

- Hannes Linnavirta, Manager, Development Sales & Marketing

## Key Learnings

### Start with the dealer

Early dealer validation through MVP demos de-risks adoption before full rollout begins.

### Data is the hidden benefit

Beyond quoting accuracy and speed, the market and configuration data you start capturing from day one is vital for decision making.

### A single source of truth changes everything

When all dealer configurations run through one platform, you create consistent sales experiences and value messaging for your brand.

## Looking ahead

As rollout expands across priority markets, Avant Tecno is building a scalable, data-driven sales process. Avant is working toward a guided selling and self-service experience to support end customers, as well as a product selector to enable dealers to configure right-first-time solutions.

[Schedule a demo today.](#)



*"I've been part of projects like this that took years, so to build this in months and already be looking at guided selling and global scale is something I didn't expect so soon."*

- Jarkko Leppänen, Vice President, Sales



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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 CAD Design Automation. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw and Tokyo.