

Getting everyone on the same page

Hi !

One thing I keep hearing, from manufacturers and system providers alike, is that complex sales rarely fail because the product isn't good enough. They stall because getting everyone aligned is hard.

On the customer side alone, there are purchasing teams, engineering leads, project managers, often the customer's customer, and sometimes vendors too – all with legitimate stakes in the outcome, all focused on different things, all needing to feel confident before a decision can move forward.

Getting everyone involved is key to making the best decision. The problem arises when everyone is looking at a different version of the truth. Emails with attached Excel sheets, slide decks that were current three days ago, and quotes that don't match the latest spec.

A self-service product or solution configurator helps here in a way that's easy to underestimate. Now there is one shared model. Every customer stakeholder – wherever they sit, whatever they care about – can explore the configuration from their own angle, in a view tuned for them. Purchasing sees the price, availability and logistics. Engineering sees their design and the spec. The end customer sees whether it solves their problem. And when something changes, it changes for everyone at once.

The decision still takes the time it needs to take, but only for the right reasons.

We wish you an interesting read and a lovely summer!
/Per and everyone at factor10



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Article

Isn't an e-shop enough?

This is a common question when we start discussions with companies about a product configurator – what we call a Self-service Solution Configurator. It's a fair question, and the honest answer is that it depends. But the more useful question is what it depends on, because that answer will tell you something important about where your business is headed.

In this article, I've tried to explain it using the Value Disciplines triangle.

I wan't to know if an e-shop is enough!



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Offer

Seven benefits of having a self-service solution configurator

A Self-service Solution Configurator makes life easier for both you and your customers. Here's how:

- 1. Friction-free buying experience**
Your customers can explore ideas, configure options and compare variants on their own time, on any device.
- 2. Aligns internal stakeholders**
Being able to visualise and collaborate on a solution makes it easier for your customers to get all their internal stakeholders on board. And agree on a decision.
- 3. Faster time-to-order**
With instant quoting and documentation, cycles shorten. No more time-consuming back-and-forth between your sales team and their engineering and purchasing.

4. **Insight-rich data**

Every configuration, accepted or rejected, becomes data. You see which variants customers explore, which means early signals for demand, product development and inventory.

5. **Global & multilingual ready**

Local prices, language and compliance are all automatically tailored. One tool, multiple markets, minimal overhead.

6. **Strengthens your brand**

A robust, polished, always-available configurator positions your brand as modern, reliable and scalable. It becomes a competitive moat.

7. **Stronger relationships**

When you are easy to work with and help customers find the best solution to their problems, you become a valued part of their success.

I want to know how a Solution Configurator works!



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