

Experlogix CPQ

for Heavy Equipment Manufacturers

Configuration and quoting for highly customizable machines and services

Experlogix CPQ is the industrial-grade CPQ solution that enables configuration and quoting decisions in one place, so the quote, the dealer order, bill of materials and routings all come from the same buildable configuration.

Experlogix handles your most complex deals, from customizable industrial equipment to maintenance services. With Experlogix, it's easier to configure and quote even the most complex orders.

Complexity in Heavy Equipment Sales

Today's heavy equipment sales face complexity from numerous factors. For many in equipment manufacturing, it's no longer just about selling one product. After all, the most profitable deals come from large bundles of products, supplemental add-ons and services. That means every order is a base unit, plus a long list of decisions that have to be aligned with each other.

Experlogix CPQ puts the rules guiding those decisions in one place. Combinations that can't be built don't reach the quote. The configuration details, quote and the BOM come from the same configuration, using the same rules.

Here are just a few examples of the kinds of the complexity Experlogix CPQ handles:

- ✓ Market variants. Regulatory standards differ by destination market, from emissions to electrical to operator safety, and each one narrows the option list.
- ✓ Attachments and optional equipment. Every attachment has to be supported by the base unit it goes on, and each one brings options of its own.
- ✓ Fit and ratings. Options depend on other options. Some don't physically fit together or are never sold together, and some change what the machine is rated to carry, lift, tow, or reach.
- ✓ Constant change. Every new model and every regulatory change rewrites part of the option list.
- ✓ Dealers write the quote. Dealer sellers may not have the same level of product knowledge or follow the same quoting processes. Guided selling enables the rep to quote configurations and options that conform to your business rules and enable customer success.

Experlogix CPQ is built for complex heavy equipment and industrial engineering sales. Including: manufacturers of construction equipment, forklifts and material handling, cranes and aerial work platforms, agricultural and mining machinery, specialty vehicles, and other heavy and industrial equipment.

Experlogix CPQ Enables Success Across Your Organization



Engineering

The rules encode what engineering knows about your products. Engineers get pulled into fewer quoting “fire drills”. When a business rule needs to change, your business users can change it.



Purchasing and planning

Quotes and configured orders arrive as structured data, so demand by option mix is always visible.



Production

Every closed quote arrives as production-ready BOM and routings. Nothing is re-keyed by hand, so the machine that ships is the machine that was sold.



Sales

Hundreds of options, regional variants, and a customer who wants a number before lunch. Guided configuration gets a rep to a buildable machine and a defensible price without a call to engineering.



Dealers and distributors

Dealers quote and order from the factory's own rules, at the price for their tier. Self-service portals let dealers and customers build the order themselves.



Service and support

Services and support pricing covers the configuration that was actually sold. Bill services based on factors such as number and type of attachments, the maintenance intervals, the term and renewal date.





Heavy Equipment Manufacturers Running Experlogix CPQ

TAKEUCHI

VOLVO
Construction Equipment

MITSUBISHI
FORKLIFT TRUCKS

TOYOTA
INDUSTRIAL EQUIPMENT



“Takeuchi cut quote and order configuration **from three hours to ten minutes**, and its dealers now build their own orders through a portal.”

25+

years of industrial-
grade CPQ

41

countries

IDC

MarketScape Leader:
CPQ Applications
for Complex Product
Configuration (2025)

The rules that make a machine buildable already exist in your business. Experlogix CPQ is the one place they get written down and consistently enforced.

Contact us to see how your complex machine deals can be configured, priced and quoted in Experlogix CPQ.

[Learn more](#)

