

# Experlogix CPQ

## for Salesforce

IDC MarketScape Leader in CPQ for  
Complex Industrial Product Configuration (2025)

### Quote it Fast. Sell it Right.

Experlogix CPQ is built for manufacturers and professional-services organizations selling complex, configurable products on Salesforce. The deals where product complexity outruns standard CPQ, where quotes need to generate BOMs, CAD, or ERP orders, and where 2D/3D visualization is a requirement, not a nice-to-have.

Regardless of how you sell – direct, indirect and via the web – Experlogix CPQ simplifies your quote-to-order process to help you sell faster and with greater profits. For manufacturing organizations, we'll take your configured order and create a bill-of-material, ready to integrate.

LUDOWICI

VENTUROUS  
TRUCK TOPS

YANMAR

VIALTO  
PARTNERS

“It is truly one of the easiest  
CPQs I’ve ever dealt with.”

Jennifer Collins, VP of Marketing, Venturous Truck Tops



### Benefits:

- **Deep configuration rules** for products with thousands of constraints, where standard CPQ hits a wall
- **Visual and 3D configuration** so customers see what they are buying before they buy it
- **Automatic BOM, routing, and CAD generation** directly from the quote
- **ERP push to Dynamics 365 and other systems** so the quote becomes a production order without re-keying
- **Dealer and channel portals** on Salesforce Experience Cloud with self-service ordering
- **No-code rule authoring** so business users own configuration logic, not IT
- **Guided selling workflows** that put engineering expertise into sales reps' hands



### Respects Your Deal Desk

Experlogix fires native Salesforce approval workflows for discounts, engineering changes, and custom quotes, so you keep the governance you have already built.



### Dealer Self-Service on Your Salesforce Experience Cloud

Venturous Truck Tops uses this exact architecture to let 600+ dealers configure custom orders through Salesforce Experience Cloud, with 30-minute onboarding.



### Read from & Write to Salesforce

Let's say you need Experlogix to calculate a quote's gross profit and send that back to Salesforce for reporting. With clicks (rather than coding), it's done. What if you want Experlogix to recognize the account's country and only display products in that region to your rep? Get it done in minutes!



### Visualize On-The-Fly

Harness our powerful image rendering technology to see product option changes the moment selections are made.



### Feels Native to Salesforce

Experlogix matches the current Salesforce UI release automatically, so your users see one interface, not two. Adoption and learning curves both benefit.

# 90%

Reduction in quoting errors at Ludowici Roof Tile

# 50%

Faster quote turnaround at Ludowici Roof Tile

# 600+

Dealers onboarded in 30 minutes each at Venturous Truck Tops

# 0

Invalid configurations reaching production at Venturous Truck Tops

## Why Experlogix CPQ?

Independent analysts have validated what our customers already know. IDC named Experlogix a Leader in CPQ for Complex Industrial Product Configuration, specifically calling out our Salesforce integration. MGI 360 Ratings placed Experlogix #3 in product score across the entire 2026 CPQ Top 35, behind only Tacton and PROS, ahead of Salesforce, Oracle, SAP, and Conga.

Our joint Salesforce customers, including Ludowici Roof Tile, Venturous Truck Tops, and Yanmar, use Experlogix to quote and ship complex, configurable products in minutes instead of weeks. If your manufacturing deals are getting stuck on configuration complexity, we are the call to make.

Also the leading CPQ for Microsoft Dynamics 365 ERP.

[See it in action](#)