

# Talbert Manufacturing Selects Configure One to Simplify Its CPQ Process

*Configure One, a leader in Web-based configurator and CPQ (configure, price, quote) software, is the newly selected partner for Talbert Manufacturing.*

OAK BROOK, IL, USA, September 2, 2014 /EINPresswire.com/ -- [Configure One™](http://www.configureone.com) ([www.configureone.com](http://www.configureone.com)), known for its Web-based configurator and CPQ (configure, price, quote) software, has become the chosen partner of Talbert Manufacturing, Inc., a leading maker of heavy-capacity custom trailers and specialized transportation products. Realizing it needed a replacement for its existing product configurator software, Talbert conducted an extensive evaluation of options before selecting Configure One's Concept Enterprise Product Configurator®. Ultimately, it selected Concept because Concept was the best and most efficient option to streamline the CPQ process — both easy to use and easy to maintain.

"Our current system was developed more than 13 years ago," said Greg Smith, Vice President of Sales & Marketing at Talbert, an Indiana-based company that provides transportation products to clients in commercial, military, government, aerospace and energy industries. "The software was developed in house using a common database program. It does not incorporate artificial intelligence and relies on the user to select the correct options. As a result, the current system does not have the precision or speed that we require today."

Smith said that switching to Concept will offer many benefits for Talbert. The current configurator has only been available to sales staff, which limits the number of team members who can create quotes. Concept, on the other hand, will make it possible for sales people anywhere in the country to generate their own quotes — and to do so immediately. "Currently, they have to relay all the information back to our sales office, and this prevents us from serving our customers in a timely manner," Smith said.

Additionally, Talbert will be able to streamline the CPQ process in order to make business dealings easier than ever for its customers and dealers. Now, Talbert will only have to use two systems: its current ERP and Concept. The greater efficiency will eliminate three other systems while also giving dealers a way to generate quotes and feel more empowered with Talbert.

"Our evaluation team looked at nine different vendors before getting down to a short-list of four systems," Smith said. "Configure One met all of our requirements and will allow us to grow without having to buy additional modules. Also, knowing that Configure One has some respected

names in the specialty vehicle industry as customers reinforced our decisions. In the end, we just felt more comfortable with Configure One.”

“More and more companies in the specialty vehicle industry are turning to Configure One,” said Aleks La Rosa, a Senior Sales Executive with Configure One. “We are happy to welcome Talbert Manufacturing to our growing list of customers.”

### About Configure One

Configure One is a leading provider of [Web-based product configurator](#) and CPQ (configure, price, quote) software. Configure One’s Concept Enterprise Product Configurator® is an [enterprise CPQ](#) application that enables companies to efficiently sell and process orders for configurable, multi-option, and customizable products and services. Configure One’s customers are able to increase revenues while reducing costs by automating much of the sales, order entry and engineering processes. Customers include industry leaders such as ABB, Alstom, Emerson Electric, Danaher, Dover Corporation, Dow Corning, General Dynamics, ITW (Illinois Tool Works), Leggett & Platt, Masonite Corporation, Mitsubishi, Otis Elevator, SPX Corporation, Stanley Black & Decker and Sumitomo.

### About Talbert Manufacturing

Talbert has been building world-class heavy-haul and specialized trailers to rigorous customer specifications since 1938. The company offers complete lines of heavy haul trailers and specialized transportation equipment for the commercial, industrial, military and government sectors. Its trailers and equipment are used in applications as diverse as renewable energy, aerospace, heavy construction, in-plant material handling, manufacturing and processing systems, and much more. For more information, visit [www.talbertmfg.com](http://www.talbertmfg.com) or call 800-348-5232.

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