



# Configure One Celebrates 15-Year Anniversary

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*Leading software provider celebrates 15 years of helping companies increase revenue and decrease costs by streamlining their CPQ process*

OAK BROOK, IL, USA, March 24, 2015 /EINPresswire.com/ -- Configure One™ ([www.configureone.com](http://www.configureone.com)), a leading provider of web-based product configurator and CPQ (configure, price, quote) software, today announced its 15-year anniversary.

Configure One was the vision of three friends and colleagues to create a company that would grow to become a leading provider of web-based product configurator and CPQ software. "Our goal was to address the needs of companies that sell and process orders for configurable, multi-option, and customizable products and services," said Ron Mouw, Co-Founder and V.P. Business Development. "Our vision was to go beyond the initial configure, price, quote process and address the entire quote-to-production cycle."

This strategy has paid dividends for Configure One because it has grown revenues, increased staff, and added new customers every year since 2000. During that time Configure One has expanded its Oak Brook, Illinois, headquarters and in 2007 opened a European office based in England. "European companies expect to conduct business in their native language and local currency," said Jon Lidbury, Managing Director, Configure One Europe Ltd. "We have been able to expand our European customer base in part because of the investment we made in multilingual and multinational capabilities."

Today, Configure One has customers across the United States, Canada, Mexico, Europe, and Asia. "We've enjoyed terrific growth throughout the years, and the founders are still directly involved with the day-to-day business operations. In addition to being debt-free, we've been able to achieve this growth without taking on venture capital or bringing in third-party investors. This allows us to make decisions that are based on the needs of the company and our customers, not on arbitrary short-term goals," said Mouw.

Configure One's product, Concept Enterprise Product Configurator® has benefited from massive investment in both functionality and technology. Configure One has always been an advocate of customer-driven development and believes that customers are seeking a more collaborative relationship with their software vendors. "Our customers have made a significant commitment to Configure One and it's our mission to continually enhance our products. We maintain close contact with our customers and collaborate with them to ensure we continue to meet their business needs and help them maintain a competitive advantage," said Mike McDonnell, Co-

Founder and V.P. Product Development.

In a recent interview, McDonnell explained the company's philosophy. "One of the factors I attribute our success to is that we treat each other, and our customers, as partners. If we make a commitment, we honor it. If we make a mistake, we own up to it. We don't sit on 'bad news' hoping it goes away. When a customer licenses our product, they make a bet on us as a company and us as individuals, and we are dedicated to partnering with them to help ensure their investment pays off."

As well as being an advocate of customer-driven development, Configure One prides itself on first-rate customer service. "One of the unique aspects and critical success factors of our company is our commitment to provide the best customer service in the software industry. Every employee is evaluated and rewarded based on our customers' satisfaction level with Configure One's software and services. If our customers aren't successful, we're not successful," said Dan Howe, Co-Founder and V.P. Professional Services.

#### 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, ITW (Illinois Tool Works), Leggett & Platt, Masonite Corporation, Mitsubishi, Otis Elevator, SPX Corporation, Stanley Black & Decker, and Sumitomo.

For more information contact:

Ron Mouw

Configure One, Inc

P: +1 630-368-9950

rmouw@configureone.com

[www.configureone.com](http://www.configureone.com)

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Ron Mouw

Configure One, Inc.

(630) 368-9950

[email us here](#)

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