



# Configure One Launches New Web Site

*Leading provider of product configurator and CPQ software provides content-rich web site to aid software evaluation*

OAK BROOK, IL, USA, April 9, 2015 /EINPresswire.com/ -- Configure One™ a leading provider of web-based product configurator and CPQ (configure, price, quote) software, earlier this week launched a new content-rich web site [www.configureone.com](http://www.configureone.com).

A company's web site is the first port of call for anyone researching products or services. A recent survey reported that 77% of B2B buyers said they did not talk with a salesperson until after they had performed independent research, and 36% of buyers said they didn't engage with a sales rep until after a short list of preferred vendors was established.

"We recognize the important role a company's web site plays in the software evaluation process," said Ron Mouw, Configure One's Vice President, Business Development. "It's important that our target market—companies that sell and process orders for configurable, multi-option, and customizable products—quickly recognize that they have come to the right place and will get the answers they need. We believe a more knowledgeable and informed buyer will choose Configure One. Therefore, we have invested heavily in developing a web site that is visually appealing, easy to navigate, and packed with information. We have also made it simpler to request an online demonstration of Concept as well as speak to a representative."

The goal of the new site is to provide more information about products, services, customers, and partnerships. "We already had a very content-rich site with detailed information about products and services as well as case studies and a white paper," said Mouw. "With our new website we have expanded our focus to include integration. One of Configure One's strengths is that early on we recognized that integration to other business applications was essential to provide a seamless quote-to-production process. We have added additional content regarding our standard integration with the leading ERP, CRM, PLM and CAD systems together with our integration modules, Concept Connect and Connect Advanced."

Today's savvy buyers are turning to the web for most of their software research, but they also trust their peers to steer them in the right direction. As a result, Configure One is introducing a referral program for both companies and individuals. "In the past, some of our best qualified leads have come from satisfied customers," said Mouw. "We are now taking the opportunity to formalize the program and reward people for their referrals."

## 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.

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