



# Eco-Counter Counts on Configure One for Process Improvement

*Pioneer and leader in pedestrian and bike counting systems selects Configure One to replace homegrown software*

HARLOW, ESSEX, UNITED KINGDOM, December 8, 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 that Eco-Counter—the pioneer and leader in the field of pedestrian and bike counting systems—selected Configure One's Concept Enterprise Product Configurator® after a comprehensive evaluation.

For more than 15 years, Eco-Counter has been dedicated to the development of automated pedestrian and cyclist counting systems. Eco-Counter produces a broad range of systems, each designed for different counting needs. By specialising exclusively in bike and pedestrian applications, Eco-Counter has developed the most innovative, quality systems available in the market. The company's products are deployed all over the world, from remote hiking trails to the bike lanes of New York City.

Due to Eco-Counter's growth, its existing CPQ software could no longer meet the requirements of the business. "Three years ago, we contracted with a software company to develop a custom system designed just for our needs," said Enrico Durbano, Sales Manager. "Our existing system is very rigid with many pre-defined steps, and there is no way to speed up the process. Anytime we want to make a change, we have to go back to the software vendor. Three years ago we had only two sales people and few products. Today, we have 15 sales people and many more distributors worldwide so we need a flexible system that can be changed quickly. We recognised that the best approach was to look for a modern, professional CPQ software solution."

As experienced users of CPQ software, ECO-Counter knew what they were looking for in a replacement system. "We use Salesforce, for our CRM system, and Sage, for our ERP system," said Durbano. "We recognised the importance of a seamless process from quote-to-production. Therefore, it was essential that the new CPQ software integrated with both CRM and ERP systems. A key factor was for people to create and maintain the configuration rules without programming skills. Finally, as a worldwide company it was essential that the software had multilingual and multinational support."

Eco-Counter evaluated a shortlist of two vendors, and in the end selected Configure One's Concept Enterprise Product Configurator. "Configure One ticked all the boxes," said Durbano. "But a key differentiator was flexibility, especially in the area in pricing. Configure One was willing to work with us to create a cost effective pricing structure that met our needs."

According to Durbano, Eco-Counter expects to see many improvements to its CPQ process once Concept is fully implemented. "Concept will enable us to streamline the CPQ process, and save time for both our sales people and distributors. Concept's flexibility will allow us to have different processes for different users. For example, our marketing and R&D departments can enter orders without going through Salesforce using Concept's Order Entry. We can create and maintain configuration rules using Concept's easy-to-use admin tools, all without IT programming support. When configuring a

complex product, it is easy to make mistakes. With Concept we expect to reduce mistakes by including drawings and images. This will make it easier for customers to select the right product."

"Eco-Counter is another example of an experienced and knowledgeable product configurator user selecting Configure One to replace its legacy systems," said Jon Lidbury, General Manager, Configure One Europe Ltd. "We expect Concept to support Eco-Counter's growth now and in the future."

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

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