Configure, Price, Quote (CPQ)

Automate the sales-to-close process for accuracy, speed and compliance

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Configure, price, quote (CPQ) software automates the quote-to-close process while providing an optimized experience to customers. These tools make it possible to configure products and offerings, help improve the accuracy of quotes, assure compliance with discounting and margin policies, accelerate internal deal review and provide customers with detailed quotes far more quickly than manual processes allow. Increasingly, these solutions once thought only part of a sales or revenue cycle are considered to be a collaborative and interactive experience with the customer, attracting the interest of other customer experience (CX) centric functions like customer service and marketing to better understand where and how CPQ solutions can be integrated and even utilized by these front line teams.

The biggest shift in CPQ has been the accelerated application of AI, including the creative power of generativeAI capabilities to better centralize and analyze data, generate more personalized and contextual configuration recommendations and identify trends in everything from consumption of products to pricing and availability trends.

CPQ solutions connect finance, product and sales departments, linking product information and pricing policies with sales processes to generate and manage proposals. CPQ tools lighten the workload for salespeople and give customers better information faster. They also help to ensure pricing consistency and compliance with discount guidelines. CPQ tools can increase revenue through guided selling suggestions for complementary services or products. Some tools manage the contract process as well. CPQ has also emerged as a critical source of data and understanding about the customer, delivering high-fidelity signal on need, intent and specific product needs.

Many CPQ vendors focus on specific industry sectors, such as manufacturing, telecoms, retail, IT resellers and insurance. For the purposes of this list, we've focused on the vendors that provide CPQ capabilities across a broad range of industry sectors.

8 SOLUTIONS TO KNOW

Constellation evaluates more than **20 solutions** categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research. Other considerations include whether a vendor has the broad geographical reach to support multicurrency/language considerations and manage the complexity around multiple lines of business to support growth.

- **CONGA CPQ**
- **DEALHUB.IO**
- **INFOR CPQ**
- **ORACLE CPQ**
- **PROS SMART CPQ**
- **SALESFORCE CPQ**
- **SAP CPQ**
- **ZUORA CPQ**

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email **ShortList@ContellationR.com** for more info.

To learn more about Constellation Research Shortlists visit:
www.constellationr.com/ShortList

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Ease of use, user interface
- Deal optimization/profitability modeling capabilities
- Product catalog with accurate search and real-time product updates
- Integration into CRM and ERP systems
- Broad geographical reach for multilanguage/currency support
- Workflow management and automation
- AI-powered recommendations for both seller and customer
- Seamless integration with e-signature solutions
- Brand controls and document management
- Discount and pricing management and compliance tools
- Guided selling and AI-driven recommendations
- Mobile access
- Analytics and role-based reporting
- Post-sales support and community

BUSINESS THEMES

Next-Generation Customer Experience

Marketing Transformation

Matrix Commerce

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Liz Miller
VP & Principal Analyst

Liz Miller is VP and Principal Analyst at Constellation focused on the org-wide team sport known as customer experience. While covering all core pilars of CX (Sales, Service and Marketing), Miller spends time zeroing in on the business demands on today's Chief Marketing Officer, the evolution of customer engagement and the rising requirement for a new security posture that accounts for the threat to brand trust. A 28-year marketing veteran, Miller offers strategic guidance on the leadership, business transformation and technology requirements to deliver on today's CX strategies. She has worked with global marketing organizations on transforming everything from business models to messaging in order to stay competitive in the shifting digital landscape.