



Visual Technologies, Inc.

Market & Competitor Research

Target Audience Profile

Industries (estimated mix)

- 60%: B2B manufacturing (industrial, medical devices, OEMs using complex configurable products) (Confidence: High)^{[1][2]}
- 20%: Industrial distributors/dealers who sell complex product lines online or via portals (Confidence: Medium)^[2]
- 10%: Other complex-product B2B (equipment, components, engineered systems) (Confidence: Medium)^{[3][4]}
- 10%: Related eCommerce/CPQ projects in adjacent B2B verticals (Confidence: Low)^{[5][2]}

Company size (typical buyer)

- Employees: ~100–5,000 (mid-market to lower enterprise) — large enough to have complex catalogs, but not always able to customize ERP easily. (Confidence: Medium)^{[4][5]}
- Revenue: Roughly 50M–1B USD, aligned with typical CPQ adopters managing multi-million product combinations and dealer networks. (Confidence: Medium)^{[5][4]}

Decision Makers

Role	Influence Level	Key Concerns
VP Sales / CRO	High	Quote speed, win rate, pricing accuracy, channel adoption, revenue impact. ^{[2][3]}
VP/Director IT	High	Integration with ERP/CRM, security, maintainability, avoiding disruption. ^[2]
COO / Operations	Medium-High	Process efficiency from RFQ→Quote→Order, error reduction, throughput. ^{[2][1]}
Product Management	Medium	Product rules accuracy, easy maintenance of catalogs/configurators. ^[2]
Marketing / eComm	Medium	Digital buying experience, self-service, site conversion, brand. ^[2]
CFO / Finance	Medium	Total cost of ownership, payback period, risk of large IT projects. ^[4]



(Confidence: Medium overall — inferred from typical CPQ manufacturing buying centers and VISTECH language.)

Competitive UVP Analysis

VISTECH’s positioning: SolSuite CPQ focused on complex B2B manufacturing, with self-service product management, headless RQO, and minimal ERP disruption.^{[6][1][2]}

Key Differentiators Table

Differentiator	VISTECH (SolSuite)	Competitor A: Salesforce CPQ	Competitor B: DealHub / generic CPQ suite
Core focus	Complex B2B manufacturing, catalogs + configured products, RFQ→Quote→Order. ^{[2][1]}	Broad B2B, strong in SaaS/subscription. ^[7]	Broad B2B, heavy CRM-centric sales workflows. ^[8]
Pricing model (indicative)	Likely project + license, value/tailored for manufacturers (not published). (Inference from custom CPQ vendors.) ^[3]	Subscription per user/org. ^{[8][7]}	Subscription with tiers, add-ons. ^[8]
Implementation style	“Practical modernization” with minimal ERP changes, headless RQO, custom portals. ^{[2][6]}	Deep CRM-native (Salesforce) implementations. ^[8]	Strong CRM/engagement integration. ^[8]
Product data management (PIM)	Built-in Product Information Management + Development Portal for catalogs/configurators. ^{[6][2]}	Relies on external PIM or custom work. ^[7]	Often integrated with or dependent on external tools. ^[8]
Self-service admin	Admin web portal to define/update/test catalogs and configurators without dev. ^{[2][1]}	Strong admin UI but oriented around CRM objects. ^[8]	Varies by platform; often less manufacturing-specific. ^[7]
Headless / sales portals	Fully headless CPQ (RQO) for custom sales portals and eCommerce front-ends. ^{[6][2]}	Mostly embedded in CRM; headless requires more work. ^[8]	Some APIs and embed, but not built “headless-first.” ^[8]
Manufacturing specialization	20-year configurator history for complex assemblies; CIO Review “Top CPQ Solution 2025.” ^[2]	Horizontal CPQ; manufacturing is just one segment. ^[7]	Horizontal CPQ; often used in SaaS, services. ^[7]



Confidence:

- VISTECH column: High (direct content).
- Competitors: Medium (based on market overviews, not vendor-owned pages).

Recommended verification:

- Confirm VISTECH pricing and implementation model via sales/discovery calls.
- Validate manufacturing focus vs. horizontal positioning by checking detailed case studies for each competitor.

SWOT of VISTECH (CPQ / SolSuite)

Strengths

- Deep manufacturing focus: complex configured products, massive catalogs, RFQ→Quote→Order flows. (Confidence: High)^{[6][1][2]}
- Headless architecture (RQO) that can power custom sales portals and eCommerce without heavy ERP change. (Confidence: High)^{[2][6]}
- Strong self-service admin and Product Information Management; non-developers can maintain catalogs/configurators. (Confidence: High)^{[1][2]}
- Third-party validation: CIO Review “Top CPQ Solution of 2025”; recognized Azure partner. (Confidence: High)^[2]

Weaknesses

- Brand awareness lower than global CPQ giants (Salesforce, SAP, Oracle, Tacton, etc.). (Confidence: Medium)^{[3][4]}
- Limited public pricing and feature comparison vs. leading SaaS CPQs. (Inference) (Confidence: Medium)
- Perception risk of being “niche manufacturing CPQ” rather than end-to-end revenue platform. (Inference) (Confidence: Low)



Opportunities

- CPQ market projected to more than double; strong demand in manufacturing for digital self-service and channel portals. (Confidence: High)^{[4][5][3]}
- Many manufacturers resist ERP customization; VISTECH's "don't touch ERP" story is compelling. (Confidence: High)^[2]
- Use AI-guided configuration and pricing on top of existing configurator history as a differentiator. (Confidence: Medium)^{[9][3]}

Threats

- Large suites bundling CPQ with CRM/CLM (Salesforce, SAP, Conga, etc.) can win via "one-stack" convenience. (Confidence: High)^{[3][4]}
- Newer CPQ tools for manufacturing (e.g., SaleSqueeze, Tacton, Vendavo) with heavy marketing and partner ecosystems. (Confidence: Medium)^{[7][3]}
- Buyers defaulting to "just use what's in our CRM" instead of best-of-breed CPQ. (Inference)
(Confidence: Medium)

Recommended verification:

- Interview 5–10 recent VISTECH prospects and customers about why they chose/ rejected SolSuite.
- Compare win/loss vs Salesforce/DealHub/Tacton in last 12–24 months.

Quantified Pain Solutions

Public material hints at improvements but doesn't publish exact percentages, so numbers below are inferred ranges based on CPQ benchmarks and VISTECH's own claims about reduced time and errors.

1. RFQ→Quote→Order cycle time



- Outcome: “Reduce RFQ-to-Quote-to-Order time by ~30–60% for complex, configured products.” (Benchmarked vs. typical CPQ outcomes and VISTECH claims of faster quoting and portal automation.)^{[1][4][5][2]}
- Confidence: Medium
- Verification: Time-and-motion study before/after SolSuite in at least 3 manufacturers; pull actual timestamps from CRM/ERP.

2. Quote accuracy and error reduction

- Outcome: “Cut configuration and pricing errors by ~70–90%, by enforcing rules and centralizing product/pricing data.”^{[7][1][2]}
- Confidence: Medium
- Verification: Compare historical credit notes/rework rates and order corrections pre/post implementation.

3. Sales and channel productivity

- Outcome: “Increase self-service and channel quote volume per rep by ~2–3x via sales portals and dealer RFQ automation.”^{[7][1][2]}
- Confidence: Low–Medium
- Verification: Track quotes per rep, portal usage, and dealer-submitted RFQs over 6–12 months.

Case study references (qualitative now, quantify with data):

- Medical device manufacturer using CPQ implementation to reduce time, errors, and costs. (Confidence: High on direction, Low on exact %, because numbers aren’t published.)^{[10][2]}
- Manufacturer replacing outdated CPQ; reports time savings and error reduction after upgrading to SolSuite. (Confidence: Medium)^[2]

Recommended action:



- Build 3–5 formal, metrics-driven case studies based on these existing stories, with clear before/after KPIs (cycle time, error rate, quote volume, revenue impact).

Methodology Notes (and what we can/can't fully do)

The brief calls for SEMrush (keyword gaps), Revuze (sentiment), IBISWorld (financials), and primary surveys. Those are paid/primary-research sources not directly accessible here, so use them as recommended next-steps:

- **Keyword gap analysis (SEMrush/Ahrefs)**
 - Use “SolSuite CPQ”, “CPQ for manufacturers”, “configure price quote manufacturing”, “headless CPQ portal” as seeds.^{[1][2]}
 - Compare against Salesforce CPQ, DealHub, Tacton, SaleSqueeze to find missed topics like “dealer portal CPQ”, “BOM-driven configuration,” etc.^{[8][7]}
 - Confidence: Medium (method recommended; exact gaps require running the tools).
 - Verification: Run actual SEMrush/Ahrefs projects and export keyword/opportunity lists.
- **Sentiment analysis (Revuze or review aggregators)**
 - Pull reviews for SolSuite (if listed), and for alternative CPQs on G2/Capterra.^{[8][7]}
 - Analyze themes: usability, integration, speed, support.
 - Confidence: Low currently, because SolSuite reviews are not surfaced in the sources; method stands.
 - Verification: Run Revuze or similar sentiment tools on real review datasets.
- **Financial benchmarking (IBISWorld/SimilarWeb)**
 - Use CPQ software and B2B manufacturing digitalization reports to benchmark growth, win rates, and pricing norms.^{[4][5][3]}
 - Confidence: Medium on industry numbers (from public reports), low on company-specific benchmarks.



- Verification: Access full IBISWorld/SimilarWeb reports and cross-check against internal VISTECH sales data.

- **Primary data validation**

- Survey 25–50 VISTECH customers/prospects on: pre/post quote time, error rates, portal adoption, and satisfaction.
- Conduct 10–15 qualitative interviews with decision-makers (VP Sales, IT, Operations).
- Confidence: High on usefulness, pending execution.

STEP 2 – Competitor Identification & Profiles

Context from previous work

- **Target audience (The Company / VISTECH):**

Mid-market B2B manufacturers and their dealer/distributor networks selling complex, configurable products online, needing better RFQ→Quote→Order workflows without heavy ERP changes.

(Confidence: High)^{[1][1][2]}

- **Unique value proposition (UVP):**

A manufacturing-focused, headless CPQ platform (SolSuite) with built-in PIM, configurators, and sales portals that modernizes quoting and digital buying without “ripping and replacing” ERP.

(Confidence: High)^{[6][1][2]}

- **Key pain points solved:**

- Slow, manual RFQ→Quote→Order cycles.^{[1][2]}
- Pricing/configuration errors and rework.^[2]
- Inflexible ERP quoting and difficulty updating product rules/catalogs.^{[1][1][2]}
- Lack of dealer/self-service portals for complex products.^{[1][2]}

(Confidence: High)

Competitor 1: Salesforce CPQ



- **Type:** Direct (horizontal CPQ with strong manufacturing presence).^{[7][3]}
- **Product/Service Offerings:**
 - Salesforce CPQ: quote, pricing, discounting, approvals, and renewals native to Salesforce CRM.^[8]
 - Often bundled with billing, CLM, and CRM.^[3]
- **Target Audience:**
 - Mid-market and enterprise B2B across industries; many manufacturing customers already on Salesforce.^{[7][3]}
- **Key Differentiators:**
 - Deep native integration with Salesforce CRM (single data model, single UI).^[8]
 - Strong ecosystem of implementation partners and extensions.^{[8][7]}
 - Broad brand awareness and trust as an enterprise standard.^[3]
- **Marketing/Positioning Strategy:**
 - Positions CPQ as part of an end-to-end revenue platform (“run your entire sales cycle in Salesforce”).^[3]
 - Emphasizes productivity and faster quoting, especially in existing Salesforce shops.^[8]
- **Channels of Influence:**
 - Salesforce AppExchange, partner SIs, events (Dreamforce), webinars, and content marketing.^{[8][3]}

Confidence: Medium (vendor-agnostic summaries vs. Salesforce-authored pages).

Verification: Review Salesforce official CPQ product pages and analyst reports.



Competitor 2: DealHub (CPQ + revenue platform)

- **Type:** Indirect (horizontal revenue platform with CPQ and sales engagement).^{[7][8]}
- **Product/Service Offerings:**
 - DealHub CPQ, CLM, subscription management, and digital deal rooms.^[8]
 - Strong tools for proposals, approvals, and buyer collaboration.^[8]
- **Target Audience:**
 - B2B companies needing modern sales stack; tech/SaaS, services, and some manufacturing.^{[7][8]}
- **Key Differentiators:**
 - Focus on “all-in-one” revenue workflow (CPQ + subscriptions + deal rooms).^[8]
 - Tight CRM integrations (Salesforce, Dynamics).^[8]
 - Strong UX and buyer-side experience.^[8]
- **Marketing/Positioning Strategy:**
 - Positions as a modern revenue platform to “own the entire quote-to-revenue process.”^[8]
 - Leans on case studies and rankings on G2/peer-review sites.^[8]
- **Channels of Influence:**
 - G2, analyst mentions, partner channels, digital ads, and content.^[8]

Confidence: Medium.

Verification: Access DealHub’s own site and recent analyst/vendor comparisons.

Competitor 3: SaleSqueeze (Manufacturing CPQ)

- **Type:** Indirect (specialized manufacturing CPQ with strong marketplace presence).^[7]
- **Product/Service Offerings:**
 - SaleSqueeze CPQ for manufacturing: product configurator, quoting, and sales automation.^[7]
 - Visual configurators and guided selling for complex products.^[7]
- **Target Audience:**



- Manufacturing companies (mid-market and enterprise) seeking visual configuration and online selling.^[7]
- **Key Differentiators:**
 - Strong visual configuration for manufacturing products.^[7]
 - Emphasis on user-friendly UX and online galleries of use cases.^[7]
- **Marketing/Positioning Strategy:**
 - Positions as a manufacturing-first CPQ helping manufacturers “streamline sales” and “sell more online.”^[7]
 - Heavy use of case studies and customer logos to build social proof.^[7]
- **Channels of Influence:**
 - SEO content (“best CPQ for manufacturing”), comparison lists, and partner/agency relationships.^[7]

Confidence: Medium.

Verification: Review official SaleSqueeze product pages and customer stories.

Tools and Methods to Identify Competitors

1. Keyword & SERP analysis (SEMrush/Ahrefs)

- Seed terms: “CPQ for manufacturers,” “configure price quote manufacturing,” “headless CPQ,” “dealer portal CPQ,” “SolSuite alternatives.”^{[11][2][8]}
- Identify recurring vendors in ads, top organic results, and “alternatives to SolSuite” articles.^{[8][7]}
- Confidence: High (method), Low on exact outputs without running the tools.
- Verification: Run live projects and export competitor lists.

2. Review aggregation (G2, Capterra)

- Use category pages for CPQ software and filter for “manufacturing” use case.^{[8][7]}
- Look at “most commonly compared with” SolSuite (if listed) and peers.^[8]
- Confidence: High (method).



- Verification: Cross-check with G2/Capterra directly.

3. Industry & market reports (IBISWorld, Mordor, Custom Market Insights)

- Pull CPQ market maps listing key players and segment by manufacturing focus.^{[5][4][3]}
- Confidence: Medium.
- Verification: License full reports and align with internal win/loss data.

4. Social/SEO listening

- Monitor hashtags (#CPQ, #manufacturing, #B2Bcommerce) and mentions of SolSuite/Vistech on LinkedIn and forums.^[9]
- Use tools like Brandwatch, Sprout Social, or in-platform LinkedIn search.
- Confidence: Medium (method).
- Verification: Build dashboards, track over time.

5. Primary discovery

- Ask every new prospect: “Which CPQ tools are you evaluating or currently using?” and log systematically.
- Confidence: High.

Confidence Ratings & Verification Summary

- VISTECH positioning, SolSuite features, headless RQO, PIM/configurator details: **High confidence**, directly from company pages and press.^{[6][11][11][2]}
- Industry CPQ growth, typical buyer size, and adoption trends: **Medium–High confidence**, from public market reports.^{[4][5][3]}
- Exact quantified outcomes (percent improvements): **Medium or below**, inferred from generic CPQ benchmarks plus VISTECH’s qualitative claims.^{[11][2][7]}
- Competitor selection and characterizations: **Medium confidence**, based on category listings and descriptions; needs direct vendor validation.^{[3][7][8]}

Recommended next verification steps



- Run SEMrush/Ahrefs projects on VISTECH domain and CPQ keywords.
- Pull G2/Capterra reviews and do a structured sentiment analysis (or use Revuze).
- Commission 3–5 formal customer case studies with quantified KPIs.
- Cross-check competitor landscape against at least one paid CPQ market report and VISTECH's internal win/loss data.