

Configure, Price, Quote Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Configure, price, quote software has evolved from stand-alone configuration and quoting tools into a strategic revenue execution layer supporting complex products, services, subscriptions and usage-based offers across multiple channels. Enterprises increasingly expect CPQ to accelerate selling while preserving pricing discipline, margin, executable orders and consistent commercial logic. AI-assisted workflows, composable services, shared product and pricing models, automation and deeper integration with downstream systems are shaping the category.

Software Provider Summary

The ISG Buyers Guide™ for Configure, Price, Quote evaluates 25 software providers offering products supporting product configuration, pricing, quote management and commercial lifecycle execution. The research ranked the top three overall as Oracle, Conga Advantage CPQ and Conga Smart CPQ. Bit2win, Conga Advantage CPQ, Conga Smart CPQ, HubSpot, Oracle, Revalize, Salesforce, Tacton, Zoho and Zuora were rated Exemplary, with Epicor, Everstage and SAP rated Innovative. CSG, Infor, Oracle NetSuite and Pricefx were rated as providers of Assurance, and Apparound, DealHub, Experlogix, GleanView, servicePath, Vendavo, Yagna iQ and Zilliant were rated providers of Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (60%) and Platform (20%), including adaptability, manageability, reliability and usability. Oracle, Conga Advantage CPQ and Conga Smart CPQ were the Product Experience Leaders. Performance reflects more than 50 function points spanning areas such as guided and solution selling, configuration rules, complex pricing, subscriptions and services, digital buyer engagement and the ability to support secure, scalable and adaptable enterprise operations.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Zuora, Conga Advantage CPQ and Oracle were the Customer Experience Leaders and best communicate commitment and dedication to customer needs. Providers with lower performance may lack sufficient information demonstrating customer success, commitment to the customer experience or the costs, benefits and overall value required to substantiate TCO/ROI.

Strategic Recommendations

Enterprises should evaluate CPQ software based on its ability to manage product and service complexity while maintaining commercial discipline across channels and the full transaction lifecycle. Priorities should include configuration and eligibility rules, sophisticated and transparent pricing, subscriptions and usage-based offers, approvals and multi-year agreements, downstream order and billing integration, administrative adaptability and governed product and pricing data. AI-assisted recommendations and automation should also provide transparency and appropriate human approval for commercial commitments.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Oracle atop the list, followed by Conga Advantage CPQ and Conga Smart CPQ. Providers that place in the top three of a category earn the designation of Leader. Conga Advantage CPQ and Oracle have done so in five categories; Conga Smart CPQ in four; and Zuora in one.

Configure, Price, Quote

Overall

Providers	Grade	Performance
Oracle	B++	Leader 80.5%
Conga Advantage CPQ	B++	Leader 80.0%
Conga Smart CPQ	B++	Leader 78.8%
Salesforce	B++	77.2%
Zuora	B++	75.8%
Bit2win	B+	72.3%
Tacton	B+	72.3%
SAP	B+	71.1%
Epicor	B+	68.9%
Infor	B	68.8%
Zoho	B	68.7%
HubSpot	B	68.5%
Revalize	B	67.9%
Everstage	B	67.3%
Vendavo	B	63.8%
Oracle NetSuite	B	63.0%
Pricefx	B	62.9%
CSG	B-	62.5%
Zilliant	B-	58.3%
Experlogix	B-	57.3%
DealHub	B-	56.6%
Yagna iQ	C++	55.8%
Apparound	C++	53.4%
GleanView	C+	49.2%
servicePath	C+	45.4%



Source: ISG Research
Configure, Price, Quote Buyers Guide
© 2026 Information Services Group, Inc.



About ISG Research

ISG Research provides subscription research, advisory, consulting and executive event services focused on market trends and disruptive technologies. ISG Research delivers guidance that helps businesses accelerate growth and create more value. For further information about ISG Research subscriptions, please visit research.isg-one.com.

About ISG

[ISG](#) (Nasdaq: [III](#)) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth. The firm, founded in 2006, is known for its proprietary market data and research, in-depth knowledge and governance of provider ecosystems, and the expertise of its 1,500 professionals worldwide working together to help clients maximize the value of their technology investments.

About the Authors



Barika Pace

Director of Research, Office of Revenue

Barika Pace leads the software research and advisory for the Office of Revenue expertise at ISG. Her coverage areas include CRM, RevOps, Revenue Intelligence, Partner Relationship Management, and subscription and commerce platforms. Her research focuses on the integration of data, process and technology to align go-to-market functions and accelerate revenue growth.



Robert D. Kugel, CFA

Executive Director, Business Research

Robert Kugel leads business software research for ISG. His team covers technology and applications spanning front- and back-office enterprise functions, and he personally runs the Office of Finance area of expertise. Rob is a CFA charterholder and a published author and thought leader on integrated business planning (IBP).