

QuotePoint

Building a simpler alternative to heavyweight CPQ.

Manufacturing CPQ software without enterprise overhead.

Configure complex products, control channel pricing, automate margin approvals, and create accurate customer quotes in one governed system.

QuotePoint is configure, price, quote software built for manufacturers and distributors selling through direct, dealer, contract, and government channels.

[Request a product walkthrough →](#) [Explore the platform >](#)

Build for equipment manufacturers, industrial distributors, dealer networks, and teams

Build quote
Direct sales · Standard equipment
Configuration valid

Item	Price
PRODUCTION SYSTEM Apex 5200 ✓ Required accessories satisfied	\$28,400
FINISHING MODULE ProStack S4	\$6,900
INSTALLATION Standard delivery	\$1,250

QUOTE SUMMARY

List price	\$36,550
Discount	5.0%
Approval	Not required

CUSTOMER TOTAL
\$34,722.50

[Prepare quote](#)

Rules checked automatically

PULSE MARKETING GROUP

Product strategy, positioning, UX/UI, application experience, brand system, and go-to-market launch.



A cleaner quoting solution.

Traditional CPQ and quoting systems can be expensive, heavy, and difficult to implement for businesses that simply need a cleaner way to manage products, pricing, and customer-ready quotes.



OPPORTUNITY

Create a lighter, more approachable product built around practical quoting rather than enterprise complexity.

PROBLEM 01

Too much implementation overhead

PROBLEM 02

Disconnected product + marketing UX

PROBLEM 03

Harder than necessary to quote

One promise across the brand, product, and sales story.

Define a focused product position around practical quoting, then build the brand and product experience together so the public site, application UX, and commercial narrative reinforce the same idea: make quoting easier to deploy and easier to use.

01 / POSITIONING

Practical, not enterprise-heavy

A clear product story for businesses that need useful quoting workflows without a giant CPQ program.

02 / SYSTEM

One visual language

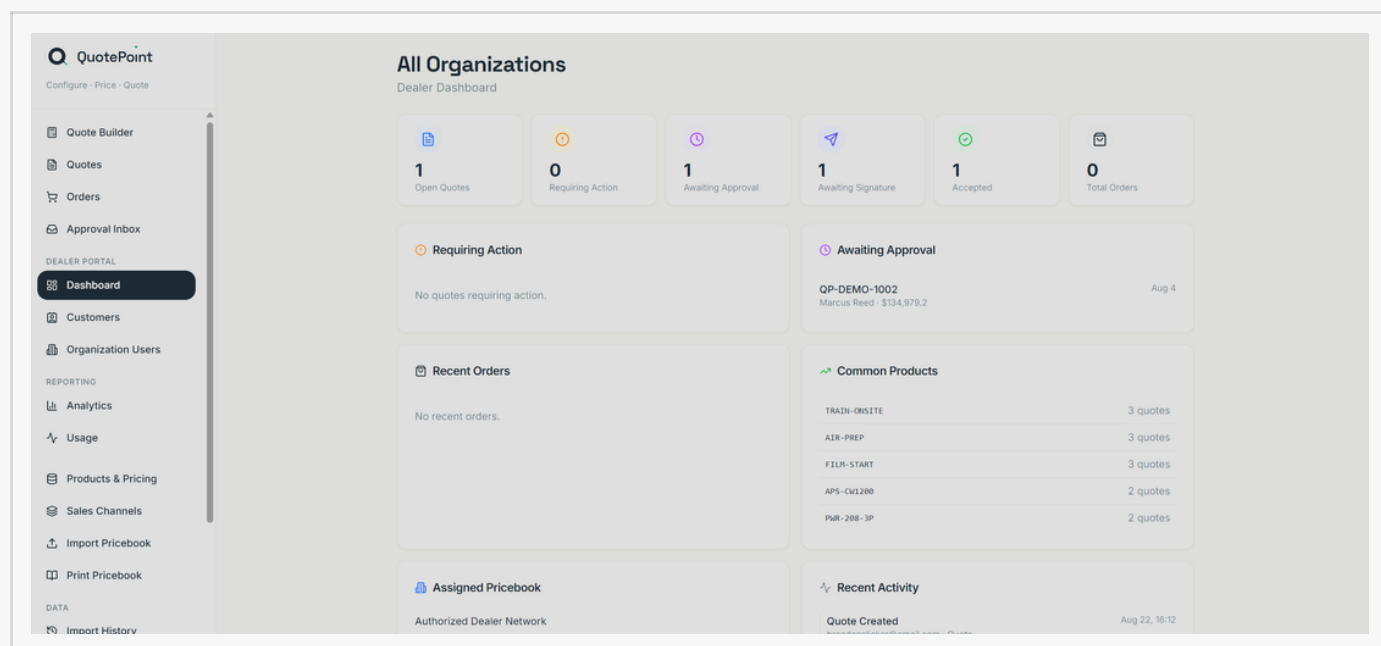
Reusable brand assets and components keep the marketing site and application feeling like one product.

03 / EXPERIENCE

Fast paths to value

Navigation and UX prioritize the real jobs: products, pricing, approvals, and customer-ready quotes.

From positioning to a working product experience.



PRODUCT

Application navigation, authentication, dashboard, pricing, approvals, and quote workflows.

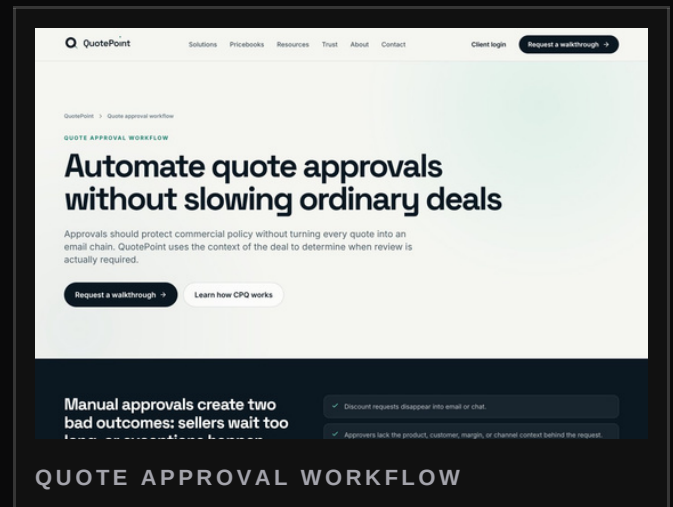
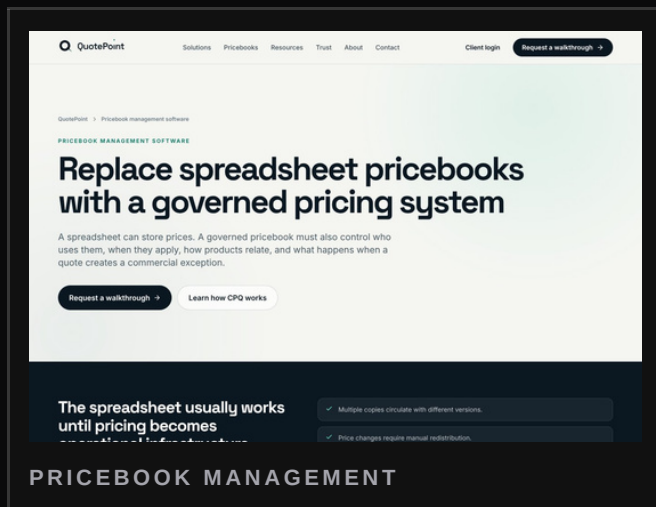
BRAND

Reusable SVG marks, app icons, social assets, and consistent product identity.

LAUNCH

Homepage, feature/industry pages, trust content, legal pages, and conversion paths.

The story had to prove more than a pretty homepage.



01

Pricing organization

02

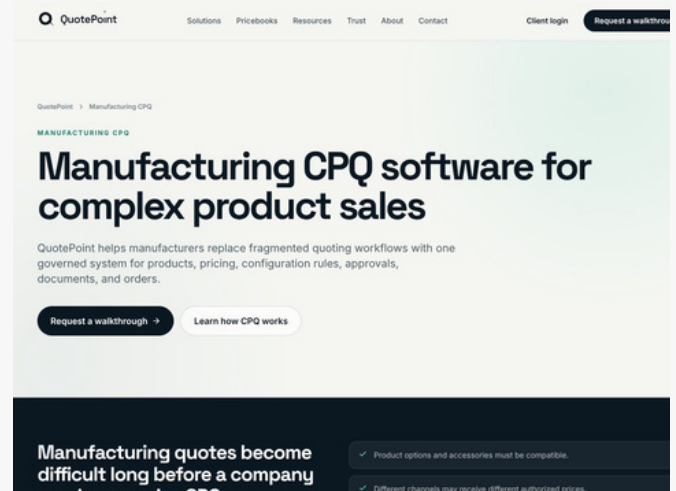
Multi-step approval

03

Governance + control

A product story built for specific buyers.

The launch system extended beyond the core product page into industry and use-case content so QuotePoint could explain its value in the language of manufacturing, distribution, dealer sales, configuration, and approval workflows.



SEGMENT

Manufacturing

SEGMENT

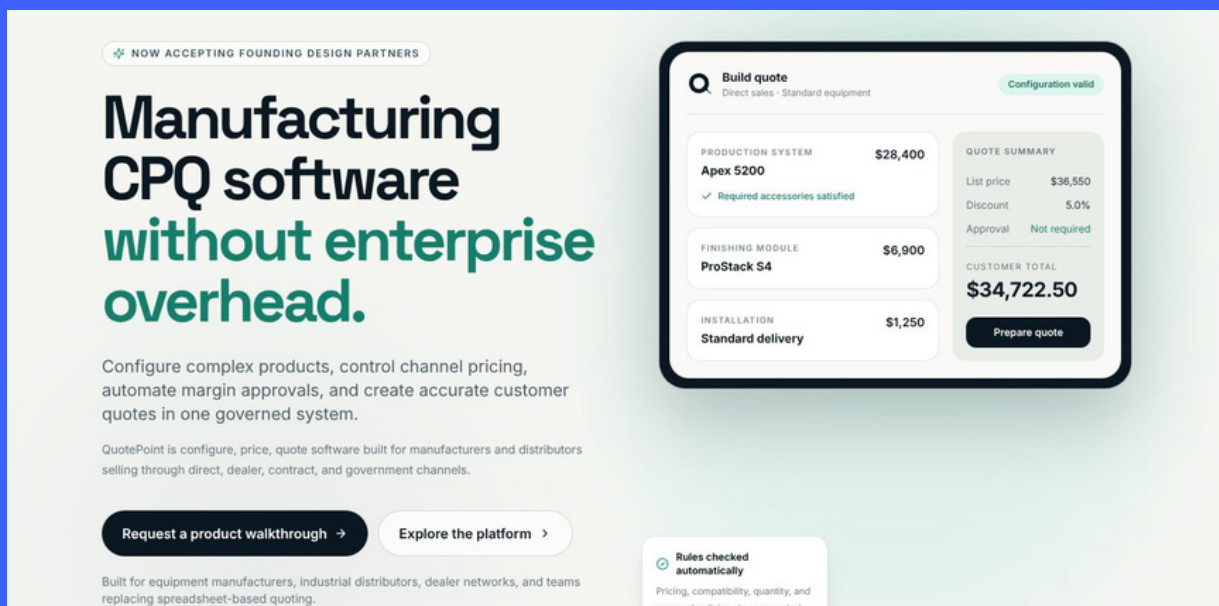
Distribution

SEGMENT

Dealer sales

LIVE.

The project moved from concept and positioning into a live product with working pricing, approval, and quoting workflows.



VERIFIED

Public site is live

quotepoint.net is publicly launched with core positioning and conversion paths.

VERIFIED

Brand + system completed

Core identity, marketing experience, authentication, and navigation were completed.

VERIFIED

Working product flows

Dashboard, pricing, approvals, and quoting screens verify a working product beyond the public site.

**Need a quoting
system built
around your
actual sales
process?
Talk to Pulse.**