

The magic of a custom self-service configurator!

Hi !

The first time I got involved in building a self-service configurator was 30 years ago, with Dynapac, a company known for its compaction and paving equipment. Their machines were among the best on the market, but they were starting to feel increasing competition. The trend was clear and worrying.

Then someone inside the company had a spark of genius. Dynapac had spent decades researching the most effective way to compact soil and asphalt – knowledge that was critical for road-building projects but locked inside the organisation. Instead of keeping it there, the team decided to put this expertise directly into the hands of their sales engineers and customers. I was brought in to help make that idea real.

The self-service application we created quickly became popular globally. And the shift was striking: customers suddenly cared far less about the purchase price. Dynapac's configurator helped them optimise entire projects: combining the right machines, understanding how to operate them, calculating the number of passes, the ideal amplitude and speed, and so on. It saved them time and money. And it built long-term loyalty that no product brochure could ever match.

Back then, I was surprised by the scale of the impact. Today, after working on many similar initiatives, I know better: this is what happens when you empower your customers and make it easy for them to achieve a great outcome. And that's the real power of a well-designed self-service configurator!



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Article

Sales team overloaded? Specialists stretched thin? Customers stuck waiting?

Many industrial companies still assume their products are too complex to sell any other way than manually – one customer, one call, one quote at a time. But complex products no longer require complex sales.

A well-designed self-service configurator lets customers design, validate, and quote their own solutions, complete with all the documentation they need. The result: faster decisions, happier customers, and a sales process that finally scales without diluting your expertise.

How a self-service configurator could multiply your sales capacity



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News

May we (re)introduce our new CEO: Per Rovegård!

After 16 successful years with co-founder Jimmy Nilsson at the helm, Per Rovegård took over as CEO of factor10 on Oct 1. Per isn't new to us – he's been part of factor10 for 14 years. True to our culture, he will keep working hands-on with customer projects alongside his new role.

We are also glad to share that Jimmy has taken on the role of CTO, and will finally get to spend more time doing that he enjoys most: working directly with our clients.

[Read the full press release](#)

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