



Salesforce CPQ End-of-Life Transition Guide

How to Navigate the Next Chapter of Your Sales Process with Confidence

Reduce migration risk. Build stronger quoting foundation.

A helpful guide for organizations evaluating Salesforce CPQ migration, CPQ modernization, and long-term alternatives.

A Transition, Not an Emergency

Salesforce CPQ's transition to end-of-sale status has prompted many organizations to revisit their long-term quoting strategy. While existing customers can continue using Salesforce CPQ, many business leaders are asking a more important question:

Is our current CPQ environment positioned to support where the business is going next?

Too often, CPQ discussions focus on software selection. In reality, the technology is only one part of the equation. Quoting processes influence pricing governance, product complexity, customer experience, operational efficiency, and revenue growth. Because of that, the most successful organizations view CPQ modernization as a business initiative rather than a technology replacement project.

The companies that gain the most value from a CPQ transition are rarely the ones that move the fastest. They are the organizations that use the process to simplify operations, eliminate unnecessary complexity, and create a stronger foundation for future growth.

The Bigger Opportunity

For many organizations, years of product additions, workflow changes, pricing exceptions, customizations, and integrations have gradually increased complexity across the sales process.

Salesforce CPQ's end-of-sale announcement creates a natural opportunity to step back and evaluate whether that complexity is still serving the business.

Rather than asking how to recreate the current environment somewhere else, organizations should ask whether their existing approach remains aligned with current objectives, customer expectations, and long-term growth plans.

A CPQ transition should not be viewed as a software replacement exercise. It should be viewed as an opportunity to improve how products are configured, priced, quoted, and sold.

Why Manufacturers Face Unique CPQ Challenges

Manufacturers often operate in environments where quoting is far more complicated than generating a price.

Products frequently include configurable options, engineering constraints, compatibility requirements, customer-specific pricing structures, service packages, and business rules that must all be considered before a quote can be delivered. As product portfolios grow, these challenges become increasingly difficult to manage through spreadsheets, disconnected systems, manual reviews, or heavily customized applications.

The role of modern CPQ software has expanded beyond quote generation. Organizations increasingly seek platforms that can guide sellers through complex decisions, enforce business rules automatically, improve pricing consistency, connect information across systems, and reduce dependence on tribal knowledge.

The ultimate goal is no longer simply automation. The goal is a smarter, more scalable sales process.

Start With Business Outcomes, Not Features

Many organizations begin evaluating Salesforce CPQ alternatives by comparing features.

While functionality is important, feature comparisons rarely explain why sales teams struggle with adoption, why product updates take too long, why pricing exceptions continue to increase, or why quoting processes create friction for customers and employees.

A stronger approach begins with identifying desired business outcomes.

- Are quotes taking too long to generate?
- Are sellers relying too heavily on technical resources?
- Is pricing consistency difficult to maintain?
- Are product changes difficult to administer?
- Are approval processes slowing revenue generation?
- Do integrations require ongoing maintenance and workarounds?

The answers often reveal that process design and business alignment are more important than feature parity.

Successful CPQ modernization begins with understanding the business problem before selecting the technology solution.

Beyond Product Configuration

Historically, CPQ platforms have focused on product configuration and quote generation.

Today's organizations expect significantly more.

Business leaders increasingly want systems that centralize product knowledge, support guided selling, improve consistency across teams, enhance customer experiences, and provide visibility into complex product relationships.

This shift is driving greater interest in product intelligence.

Product intelligence extends beyond product data management. It connects product knowledge, configuration logic, pricing policies, and business expertise into a unified system capable of supporting better decisions throughout the sales process.

Organizations that successfully connect these elements frequently improve operational efficiency, reduce quoting errors, accelerate onboarding, and create more consistent customer interactions.

Evaluating the Future of Your CPQ Strategy

When organizations evaluate Salesforce CPQ migration options, they often focus on what a platform can do today.

A more valuable question is what the platform will enable tomorrow.

- Can the system support new products without extensive customization?
- Can administrators make pricing and configuration changes efficiently?
- Can the solution integrate with ERP, CRM, PIM, eCommerce, and customer service systems?
- Can the platform scale as the business expands into new markets, channels, or product lines?
- Can it help create a better experience for both customers and sellers?

Long-term flexibility often has a greater business impact than individual software features.

The most successful organizations evaluate how a platform supports future growth, not just current requirements.

What Organizations Are Looking For in Modern CPQ Platforms

As organizations evaluate Salesforce CPQ alternatives and modernization strategies, several priorities consistently emerge.

Many organizations are looking for solutions that simplify administration, improve user adoption, accelerate product updates, support guided selling, strengthen integration capabilities, and reduce long-term maintenance effort.

There is also growing demand for platforms that combine quoting, product intelligence, pricing governance, and business process support within a cohesive architecture.

Organizations want technology that helps them navigate complexity rather than create more of it.

The Importance of Business Expertise

Technology alone rarely determines the success of a CPQ initiative.

The most successful projects combine business knowledge, product expertise, sales process understanding, user experience design, integration strategy, and technology execution.

At [VISTECH](#), we describe this approach as Collaborative Intelligence.

Collaborative Intelligence combines human expertise, business process knowledge, modern technology platforms, and artificial intelligence to improve outcomes across the organization.

Rather than treating CPQ as a standalone application, Collaborative Intelligence views quoting as part of a broader ecosystem that includes product management, operations, engineering, customer service, finance, and sales.

This perspective helps organizations build solutions that align with how the business actually operates.

Looking Beyond Salesforce CPQ

Organizations evaluating Salesforce CPQ migration strategies should focus less on finding a direct replacement and more on identifying an approach that supports long-term business objectives.

The right solution should do more than generate accurate quotes. It should help organizations simplify complexity, improve user experiences, support evolving product requirements, connect with enterprise systems, and provide the flexibility needed to adapt as products, markets, and customer expectations change.

For many manufacturers, this shift has increased interest in product intelligence, guided selling, scalable configuration management, and modern integration architectures. Organizations are looking for solutions that make it easier to manage product knowledge, maintain pricing consistency, reduce administrative effort, and enable sales teams to navigate increasingly complex product portfolios with confidence.

At the same time, many companies are recognizing that CPQ should not operate in isolation. Modern sales processes depend on the seamless flow of information across the business. Increasingly, organizations view CPQ as a strategic component of the broader quote-to-cash process, helping connect:

- Product knowledge and configuration rules
- Pricing policies and governance standards
- Guided selling and customer engagement
- ERP, CRM, and PIM data
- Sales processes and operational workflows
- Product intelligence and business decision making

When these capabilities work together, CPQ becomes more than a transactional system. It becomes a platform that helps organizations manage complexity, improve consistency, and support growth across the business.

These capabilities are becoming key differentiators in the next generation of CPQ platforms. Organizations that approach the transition strategically often improve far more than quoting, creating greater efficiency, stronger governance, and better customer experiences across the business.

Ultimately, the goal should not be to replicate an existing Salesforce CPQ environment in a different platform. The goal should be to build a more intelligent, scalable, and future-ready approach to selling that supports long-term business growth.

How VISTECH Helps Organizations Modernize CPQ

At [VISTECH](#), we help manufacturers and complex-selling organizations evaluate, modernize, and optimize their CPQ strategy.

Our approach begins with understanding business processes, product complexity, operational requirements, and growth objectives before recommending technology solutions. By combining business expertise, technical expertise, user experience design, and AI-enabled capabilities, we help organizations create CPQ environments that are easier to manage, easier to scale, and better aligned with business objectives.

Organizations often engage [VISTECH](#) to:

- Assess existing Salesforce CPQ environments
- Identify process improvement opportunities
- Simplify product and pricing management
- Improve integration strategies
- Modernize quoting operations
- Build long-term CPQ roadmaps
- Increase user adoption and efficiency

For organizations seeking a modern CPQ platform, SolSuite CPQ was designed to support guided selling, product intelligence, configuration management, pricing governance, and integration with critical business systems.

Unlike traditional quoting tools that focus primarily on transaction creation, SolSuite CPQ helps organizations connect product knowledge, business rules, and customer interactions into a more intelligent sales experience.

The objective is not simply to move away from Salesforce CPQ. The objective is to create a quoting and sales process that supports growth, improves consistency, reduces complexity, and helps the organization compete more effectively in the future.

More Than a CPQ Migration

Salesforce CPQ's transition to end-of-sale status presents organizations with a unique opportunity to reassess how products are configured, priced, and sold.

For many companies, this moment is about more than evaluating Salesforce CPQ alternatives. It is an opportunity to examine whether current quoting processes, pricing models, product governance, and sales workflows are supporting the business as effectively as they should. Over time, many organizations accumulate customizations, manual workarounds, disconnected systems, and administrative complexity that can slow growth and create friction for both sales teams and customers.

The organizations that benefit most from this moment will not necessarily be those that replace technology the fastest. They will be those that take the time to evaluate their business processes, simplify unnecessary complexity, align technology with strategic goals, and build a foundation that supports long-term growth.

A successful CPQ strategy should do more than generate accurate quotes. It should help organizations manage product complexity, improve pricing consistency, support guided selling, accelerate onboarding, strengthen governance, and create a better customer experience throughout the buying process.

A CPQ transition is ultimately not about replacing a platform.

It is about creating a better way to sell.

When approached strategically, the transition can become a catalyst for broader operational improvement across the organization. It creates an opportunity to modernize product and pricing management, improve integration between business systems, reduce administrative effort, and establish a more scalable approach to sales enablement.

Organizations that use this moment to rethink how products, pricing, and sales processes work together will be better positioned to adapt to changing market demands, support future growth, and create lasting competitive advantages.

Collaborative Intelligence Advantage

Successful CPQ initiatives have always depended on more than technology. Product complexity, pricing strategy, user adoption, data quality, integration requirements, and business process design all play critical roles in determining whether a CPQ environment delivers real value.

Collaborative Intelligence embraces these principles by combining business expertise, technical expertise, AI-powered automation, and modern platform engineering. Together, these capabilities help organizations improve Configure, Price, Quote processes while aligning technology decisions with business objectives.

Through Collaborative Intelligence Pods, experts remain focused on high-value activities such as understanding business challenges, optimizing sales processes, improving product and pricing governance, designing better user experiences, and validating outcomes, while AI handles many of the repetitive and routine aspects of delivery. At the same time, infrastructure teams provide platforms and enablement rather than bottlenecks, and governance becomes embedded into workflows rather than imposed through layers of oversight.

The result is a modernization approach that helps organizations simplify complexity, improve guided selling experiences, strengthen integration strategies, and create CPQ environments that are easier to manage and scale.

At [VISTECH](#), we help organizations implement this vision through our Collaborative Intelligence methodology, combining deep business process knowledge with modern technology, AI expertise, platform engineering capabilities, and extensive experience with product configuration, pricing, quoting, and sales process optimization.

Our goal is not simply to help organizations replace Salesforce CPQ. Our goal is to help organizations create a more intelligent approach to selling that improves business performance, strengthens decision-making, accelerates revenue generation, and supports long-term growth.

The organizations that lead the next generation of CPQ modernization will be those that best combine business expertise, human judgment, product intelligence, and modern technology platforms. Those organizations will adapt more effectively, improve sales efficiency, and create better customer experiences.

And those organizations will build a better way to sell.

Why Organizations Partner with VISTECH

Organizations today face a growing challenge: business demands are accelerating while complexity continues to increase. Many leaders recognize the potential of AI and modern technology but struggle to determine how these capabilities should be applied to create meaningful business outcomes.

At [VISTECH](#), we believe successful transformation starts with understanding the business, not the technology. Our approach combines deep business domain expertise, user experience expertise, technical expertise, and AI capabilities to help organizations solve complex challenges and modernize the way work gets done.

We help organizations:

- Align business strategy with technology investments
- Improve operational efficiency and decision-making
- Create better experiences for employees and customers
- Modernize applications and business processes
- Leverage AI in practical, business-focused ways
- Build scalable foundations for future growth

Technology should simplify work, support your business, and adapt as you grow. That's why we deliver modernization strategies designed around your processes, not the other way around.

Let's Build Something Intelligent Together!

Whether you're exploring AI, modernizing business processes, improving operational efficiency, or looking to better align business and technology, [VISTECH](#) can help.

Together, we can create a practical roadmap that combines business expertise, human judgment, and AI-powered capabilities to drive measurable results.

[CONTACT US](#)