

camos CPQ 365

CPQ Sales Report Preview Edition

Based on the Novus CPQ Sales Report 2026



Page 1 - Report overview

This Preview Edition provides a short introduction to the full Novus CPQ Sales Report for camos CPQ 365. The full report provides a more detailed assessment of camos' product capabilities, market focus, customer feedback, implementation considerations, pricing context, business outlook, risk factors, future outlook, and roadmap.

camos CPQ 365 is positioned as an omni-channel CPQ solution for companies selling complex and configurable products. The solution supports access through smartphones, tablets, and web browsers and integrates with major CRM and ERP systems, including SAP, Salesforce, Microsoft Dynamics, and SAP ERP.

The solution supports Configure-to-Order, Assemble-to-Order, and Engineer-to-Order scenarios. It includes guided selling, multilingual support, and sustainability-related functionality that can bring product carbon footprint information into selection, configuration, and quoting processes.

Preview purpose

This preview is designed to help readers decide whether the full report is relevant to their CPQ evaluation, implementation, advisory, or market research work.

Page 2 - Selected analyst observations

Novus CPQ sees camos as a manufacturing-focused CPQ vendor with a long history in complex product configuration. The company's offering now spans both the more established camos CPQ 365 solution and newer offerings such as CPQ Compact and Modeler.

Observation area	Preview summary
CPQ Compact & Modeler	camos introduced CPQ Compact & Modeler as a cloud-native option designed for small and midsize businesses with lower implementation complexity and fewer internal IT resources. This expands the portfolio beyond its traditional enterprise-oriented base.
Omnichannel, Digital Quote, and AI Model Creator	In 2026, camos increasingly framed its product strategy around these three use cases. This points to a stronger focus on shared product logic across channels, interactive quote collaboration, and faster product-model creation.
Sustainability support	camos supports sustainability-related use cases through Product Carbon Footprint data. This can be reflected in guided selling, configuration choices, and quote documents where relevant environmental KPIs are shown.
AI-related capabilities	camos offers AI-related capabilities such as pricing guidance, quote content support, and AI-assisted product model creation. However, the AI model-creation story should still be viewed as early-stage and not yet broadly proven across customers.
Integration and data onboarding	The full report highlights Import Hub as a data onboarding and maintenance accelerator and Connect Any as a configurable REST/OData-based integration framework for external systems.

What is intentionally not included in this preview

Detailed customer satisfaction findings, implementation considerations, pricing/licensing context, and roadmap analysis are reserved for the full CPQ Sales Report.

When this report may be relevant

Situation	Why the full report may help
CPQ selection	Initial review of camos fit, positioning, capabilities, and buyer considerations.
Manufacturing CPQ evaluation	Context for complex products, technical configuration, and ETO/CTO/ATO sales processes.
CRM/ERP planning	A third-party view of CPQ in relation to CRM, ERP, product logic, and downstream process alignment.
SI/advisory work	A structured independent reference for client discussions, project scoping, or vendor comparison.

Reader takeaway

This preview indicates where camos may be relevant, but it does not replace the full report. The full report is intended for readers who need deeper customer feedback, implementation context, pricing/licensing information, and roadmap-related observations.

Page 3 - Fit, considerations, and full report access

The strongest fit for camos remains companies with complex products, engineering-driven sales processes, and requirements around product configuration, guided selling, quoting, and technical validation.

Core target industries	Typical buyer fit	Portfolio direction
Mechanical and plant engineering Electrical engineering Automation technology	Complex products Engineering-driven sales ETO/CTO/ATO requirements	camos CPQ 365 CPQ Compact Modeler and AI-related capabilities

With CPQ Compact, camos is also targeting additional industries and smaller or midsize organizations that may need a faster and less complex implementation path.

Questions the full report helps answer

• Where does camos CPQ 365 appear strongest?	• What types of companies may be the best fit?
• What should buyers understand before implementation?	• How does CPQ Compact affect camos positioning?
• What did references say about adoption, support, performance, and maintenance?	• What roadmap, business outlook, and risk factors should buyers consider?

Preview vs. full report

Version	What it provides
Preview Edition	High-level positioning, selected observations, likely-fit summary, and report scope.
Full CPQ Sales Report	Complete analysis, customer feedback, implementation considerations, pricing/licensing context, risk factors, business outlook, future outlook, and roadmap.

Access to the full report

For complete analysis and detailed observations, contact Novus CPQ for access to the full CPQ Sales Report.