

ABOUT US

CONFIGURA



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Configura Sverige AB is a globally operating company headquartered in Linköping, Sweden, with commercial operations in Grand Rapids, Michigan, USA; Cincinnati, Ohio, USA; Kuala Lumpur, Malaysia; Shenzhen, China; Tokyo, Japan; and Berlin, Germany.

Configura creates Parametric Graphical Configuration [PGC] software solutions, including CET®, for leading international companies and their dealerships. The software's origin stems from the office furniture industry but the technology is perfectly suited for other industries that deal in configurable, complex products requiring space planning.

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MISSION

We develop software for the design of buildings and everything within and around them. We provide an open ecosystem for companies that sell highly configurable products. We engage with simplicity and deliver with power.

VISION

Become the leading global software provider for people who **DESIGN** and **SELL SPACES**.

ABOUT CONFIGURA



Configura creates intelligent space-planning software for manufacturers, dealers and designers in the commercial interior, kitchen and bath and material handling industries and now we are the global leader in Parametric Graphical Configuration (PGC) software solutions.

Based on technology created by Configura, CET is an intelligent, highly visual and intuitive space-planning software as a service [SaaS] that simplifies specifying and selling of products in a variety of industries. It's a complete solution that quickly and accurately handles every step of the sales and order process. With environments developed for Commercial Interiors, Kitchen & Bath and Material Handling, the software components represent manufacturers' products look and behave like actual products. Founded in 1990, Configura is privately owned with over 300 employees worldwide and annual sales of more than \$25 million USD.

HEADQUARTERS
SWEDEN

YEAR FOUNDED
1990

NUMBER OF EMPLOYEES
300+

SALES IN MILLION USD
\$25

CUSTOMERS WORLDWIDE
200+

CET LICENSES
14,000+

HISTORY AND MILESTONES

1990

Sune, Johan and Göran form the company, originally calling it CadCal Design, and they begin building a new software application – a space planning tool for component-based products. This software is the base for PGC.

1996

Kinnarps – Sweden's largest manufacturer of office furniture– chooses our software for selling its products throughout Europe. We changed the name of our software from OfficeMaker to Configura.

2001

Configura begins its move into the North American market by registering a US subsidiary, Configura Inc., in Chicago, Illinois, USA.

2004

Mid-year, we officially launch CET Designer, with 400 Marbodal kitchen designers in Sweden using the software.

2005

Haworth, a Holland, Michigan, USA-based, global office furniture manufacturer, becomes our first customer in the contract furniture market on the new CET Designer platform.

2007

The world's largest manufacturer of office furniture – Grand Rapids, Michigan, USA-based Steelcase – signs with Configura.

2008

Steelcase launches its CET Designer Extension, dubbed SmartTools. Configura received a *Best of NeoCon Gold Award* for CET Designer 2.0. We held our first annual CET Designer User Conference in Las Vegas, Nevada, USA.

2012

Configura expands operations in Asia, opening an office in Kuala Lumpur, Malaysia.

2015

Celebrate 25 years in business; but also, we launch the CET platform – a complete development environment for creating CET Designer Extensions and Catalogues and we signed another of the world's largest office furniture manufacturers as a customer – Zeeland, Michigan, USA-based Herman Miller.

2016

Sign with Sunon, one of the largest commercial furniture manufacturers in China.

2017

Open a new office in Shenzhen, China and sign with Novah, one of the best commercial furniture manufacturers in China.

2020

Develop and launch specific environments for our core industries including CET Commercial Interiors, CET Material Handling and CET Kitchen & Bath. Additionally, Configura added Stage and Design Studio.

2021

Acquire long-standing partner ProjectMatrix, bringing in 20+ employees and a whole complementary product portfolio. Additionally, Configura won Best of NeoCon Gold for Stage.

2022

Open a new office in Tokyo, Japan to focus efforts on attracting, signing and maintaining new material handling industry business.

ADVANTAGES OF PGC

WHAT MAKES US UNIQUE?

We invented and developed the principles of Parametric Graphical Configuration [PGC]. A PGC application presents a small initial user interface where each polymorphic icon represents many design possibilities. PGC is the foundation of all our solutions and creates unparalleled value for our customers.

PGC HELPS OUR CUSTOMERS REDUCE THEIR COSTS BY:

1. Making it faster and easier to propose on a project – from weeks to days to hours
2. Allowing real-time feasibility check of specified products
3. Reducing specification and order-entry errors to practically zero
4. Increasing sales team retention with easy-to-learn software that quickly gets users up to speed on a gamut of products

PGC HELPS OUR CUSTOMERS INCREASE THEIR REVENUES BY:

1. Maximizing efficiencies and cutting lead times, enabling design and sales staff to propose more and sell more
2. Improving customer service through faster response, quality proposals and accurate ordering
3. Ensuring worldwide access to current product information
4. Delivering products to market faster

PGC SOFTWARE SHOULD:

- Be quick and effortless to use
- Automate common tasks
- Hide the technical aspect of the products
- Teach available choices and possibilities
- Eliminate errors
- Streamline the sales process

SCOPE OF BUSINESS

Based on technology created by Configura, CET is an intelligent, highly visual and intuitive space-planning software that simplifies the specifying and selling of products in a variety of industries. It's a complete solution that quickly and accurately handles every step of the sales and order process. In CET, components that represent manufacturers' products look and behave like actual products. Users drag and drop components into 2D and 3D virtual environments; behind the scenes, the software tracks components, calculates pricing and prevents user errors.

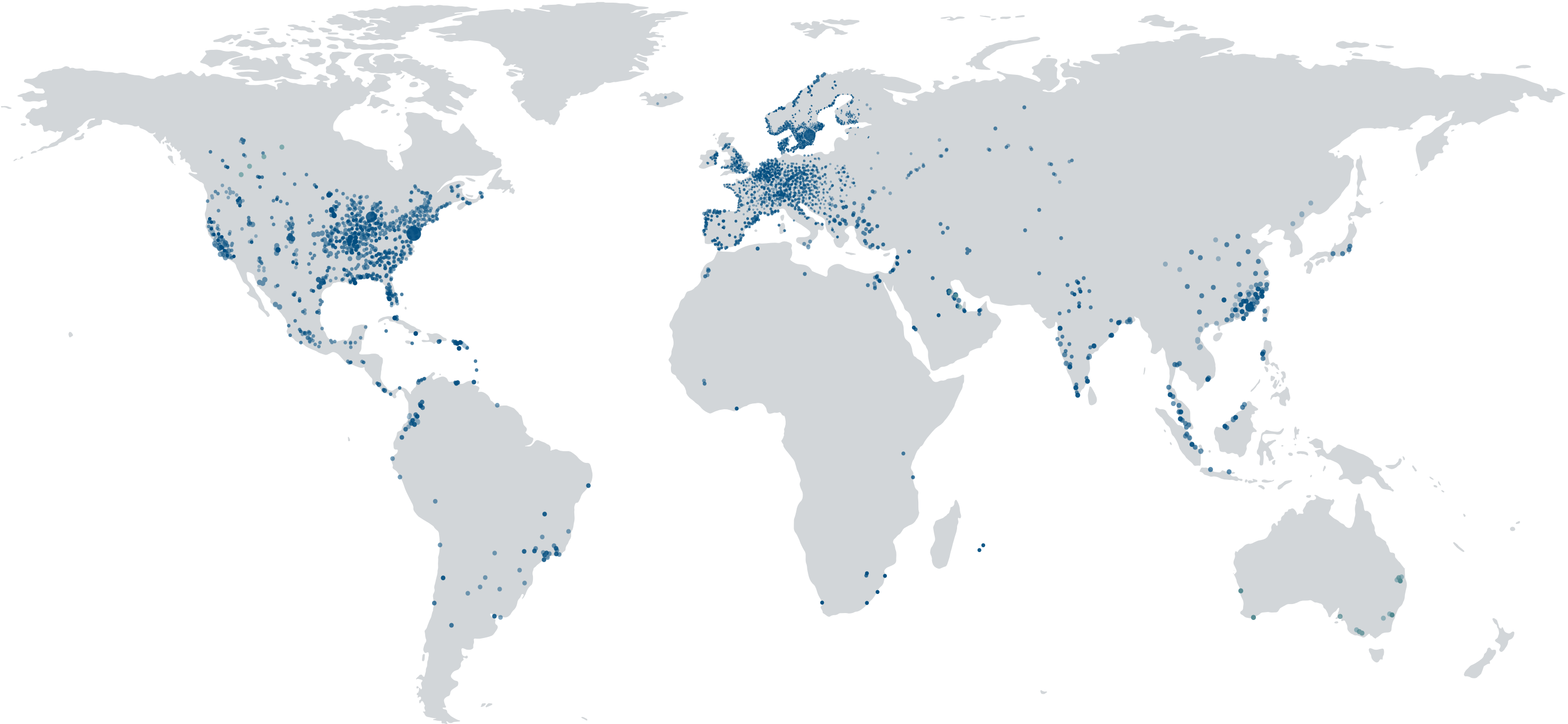
Users can create and generate layouts, quotes, photorealistic renderings, movies, installation drawings, reconfigurations and bills of materials – in other words, everything needed to propose on, work and place orders.

CET is the future of space planning. For more information visit www.configura.com.



3D rendering created using CET by Maria Camille Rivera, Studio West Philippines

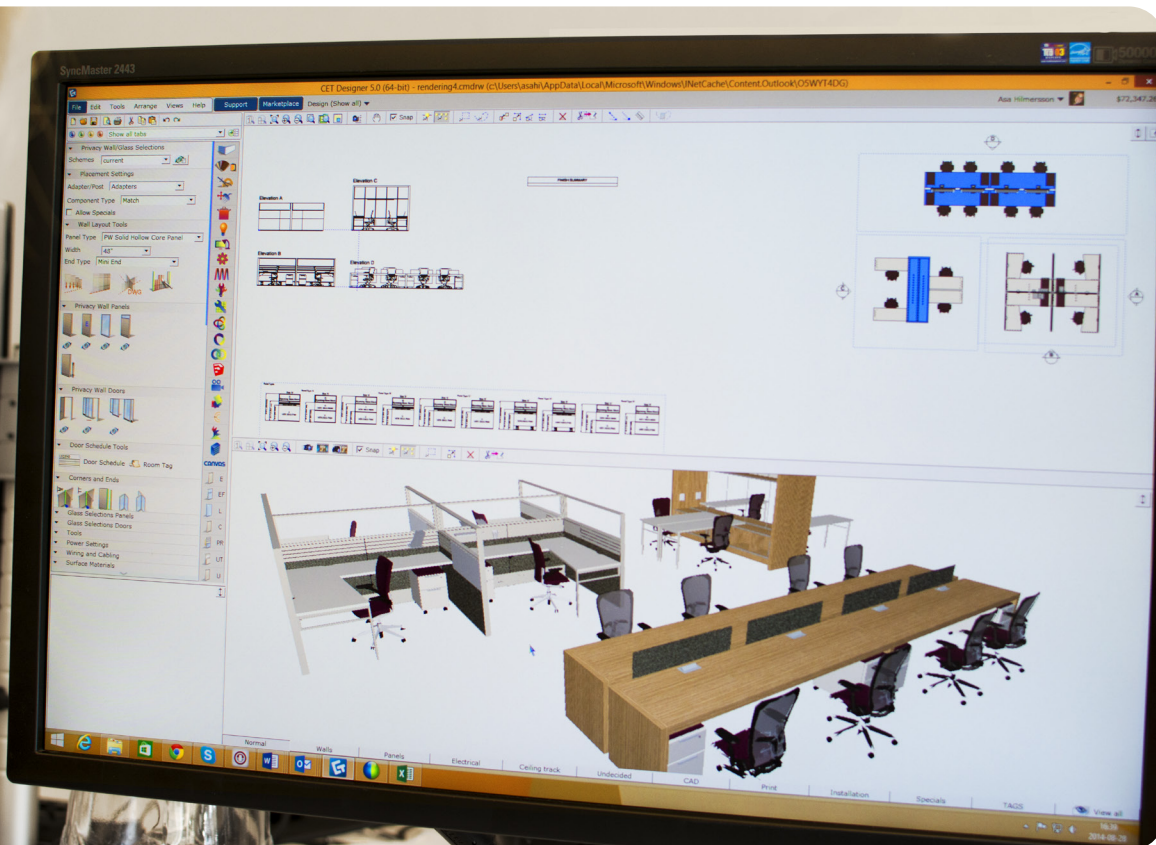
GLOBAL CUSTOMERS



DESIGN SPACES AND SELL CONFIGURABLE PRODUCTS

Configura offers software solutions that help people design spaces and sell configurable products with ease and accuracy.

Configura's platform allows manufacturers to create, manage, publish and consume their data across multiple solutions to create an omnichannel experience.



CREATE

With Configura's development tools, manufacturers can develop and control product data in one location while automating business processes and product parameters.



PUBLISH

Manufacturers can publish and update data across Configura's products and existing software solutions within their business.



CONSUME

Individuals can access the same data across any of Configura's products – including CET, Stage and Design Studio – to design spaces and sell configurable products.

PRODUCT PORTFOLIO



CET Commercial Interiors

CET Commercial Interiors brings designers, salespeople and dealerships together into one software to design, specify and visualize products for commercial spaces using real products and pricing.



CET Kitchen & Bath

CET Kitchen & Bath brings kitchen specialists, salespeople and businesses together into one software to design, specify and visualize products for kitchens and bathrooms using real products and pricing.



CET Material Handling

CET Material Handling brings engineers, project managers and salespeople together into one software to design, build, implement and sustain material handling solutions using real products and pricing.

Stage

Stage is a web-based 360-product viewer that allows end consumers to visualize, configure and order products online from any device.



Design Studio

Design Studio is a web-based space planning tool that allows end consumers to lay out an environment using real products and pricing. End consumers can order directly online or send the layout to a salesperson who completes the order in CET.



Spec

Spec is a high-powered specification tool that allows designers to import a SIF file directly from CET, AutoCAD or create a new SIF file from scratch. Using data from over 200 manufacturers, Spec also supports fabric options, COM's finishes and discounts. Plus, users can update quickly to the latest price lists and create proposals with renderings from CET.



Notify

Notify offers downloadable content for over 200 manufacturers, including catalogue codes, part numbers, part descriptions, options and list prices, as well as symbols for space planning inside of CET, AutoCAD and Workspace. It conducts automatic upgrades in the background so as soon as manufacturers update their price lists, users have immediate access to the updated information.



Workspace

Workspace is a powerful and cost-effective AutoCAD space planning tool that opens and saves native .dwg files and functions exactly like AutoCAD. Workspace is easy to navigate, even for users without AutoCAD experience, and includes the Commercial Interiors Library.

CET Developer

CET Developer is a comprehensive programming environment that can be used to implement products and create Extensions for CET. Ideally used together with our development tool Catalogue Creator, CET Developer uses algorithms and programming to create highly complex and sophisticated solutions for a variety of industries.

CET *Developer*

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