

# CONFIGURA

Yearbook 2024



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## The Configura Group

Configura Sverige AB is the parent company of the Configura Group (referred to as Configura), which also includes the subsidiaries Configura CET AB, Configura Inc., Configura Pacific Sdn Bhd, Configura GmbH and Configura Ltd. (Tokyo). Configura's operations are based on its proprietary software platform, containing the following products: CET, Spec, Stage, Design Studio, Workspace, Catalogue Creator, and CET Developer. Configura licenses its software to customers based on a subscription model, with the license fee including new versions and support.

# 2024 IN BRIEF

- Our goal is to deliver a superior product experience that goes beyond user expectations. We aim to ensure that each product interaction not only meets but exceeds the highest standards of excellence.
- We focused on collaboration and industry alignment by strengthening our networks, holding key conversations, and establishing advisory boards. Additionally, we improved service quality through initiatives like the Publishing Program and a new analytics platform for better insights and decision-making.
- We enhanced CET with a modern interface, improved UX, and a stronger focus on quality—driven by user feedback. We also pushed innovation by integrating AI and developing new tools like Aline, our cloud-based sales tool launching in 2025.
- Material Handling Library was officially released—an innovative extension designed to connect manufacturers with end-users seamlessly and affordably.
- We launched our Partner Program and proudly introduced over 56 new Extensions and Libraries to the CET platform, showcasing our commitment to supporting the evolving needs of our global user base.
- In 2024, Configura Momentum expanded its in-person sessions in North America and the EU, continuing to align the community and set strategic goals, while virtual pace checks maintained ongoing communication.
- At CET Experience in Grand Rapids, the Configura community gathered for the largest in-person event yet. We also saw the return of Developer Day.
- The Configura Awards underwent a transformation in 2024, adding new categories like Material Handling Rendering and Spec awards. The voting process was updated with a dual approach, combining a professional jury and a public vote.
- Specialized advisory boards were organized to gather insights and feedback from our community and industry experts. These boards will assist in driving and guiding the development of our platform.
- We launched a new and improved Developer Academy, featuring a user-friendly UI, self-paced catalog and developer training, and “Developer Office Hours” for direct support.
- CET celebrated 20 years of innovation with a modernized interface, improved stability, and enhanced usability. A key highlight was the launch of Analytics, a tool that turns user data into actionable insights, enabling strategic decisions and business success within the CET ecosystem.
- Building on the strong foundation of our company culture, we introduced a new leadership program designed to empower leaders to grow, inspire, and drive success across the organization.
- We have continued our commitment to sustainability and community engagement, ending the year with a record number of hours dedicated to CSR initiatives.

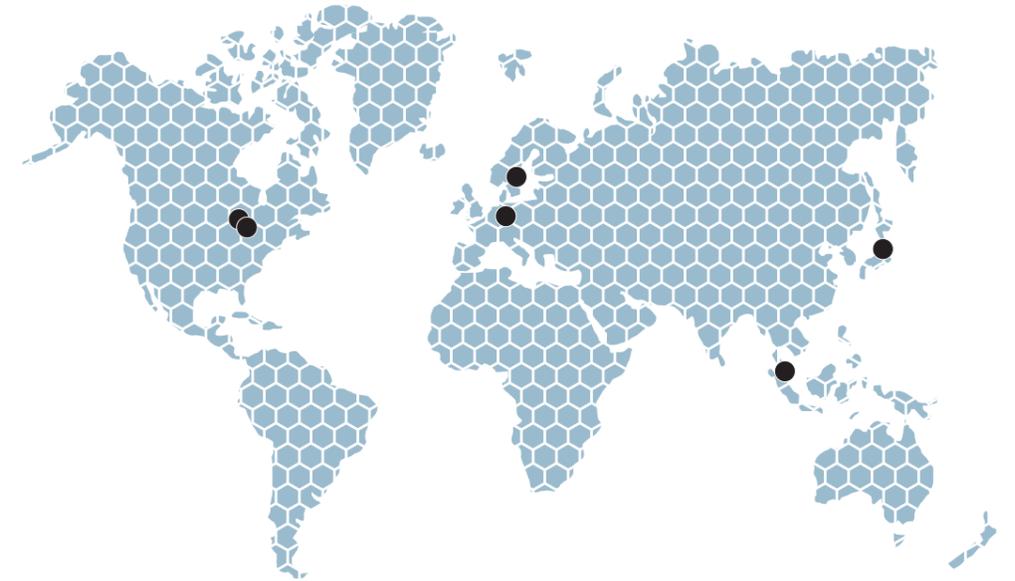
At Configura, we firmly believe that well-designed spaces have a profound impact on individuals, organizations, and the planet. Guided by this belief, our purpose is clear: *to help create spaces where people and businesses can thrive, perform, and grow.*

# VISION

Be the world's most **intelligent platform** for designing sustainable, efficient, and beautiful spaces.

# MISSION

Together, we push the boundaries of what's possible in space design by making the complex easy, eliminating errors and imagining the new.



FOUNDED

**1990**

EMPLOYEES

**269**

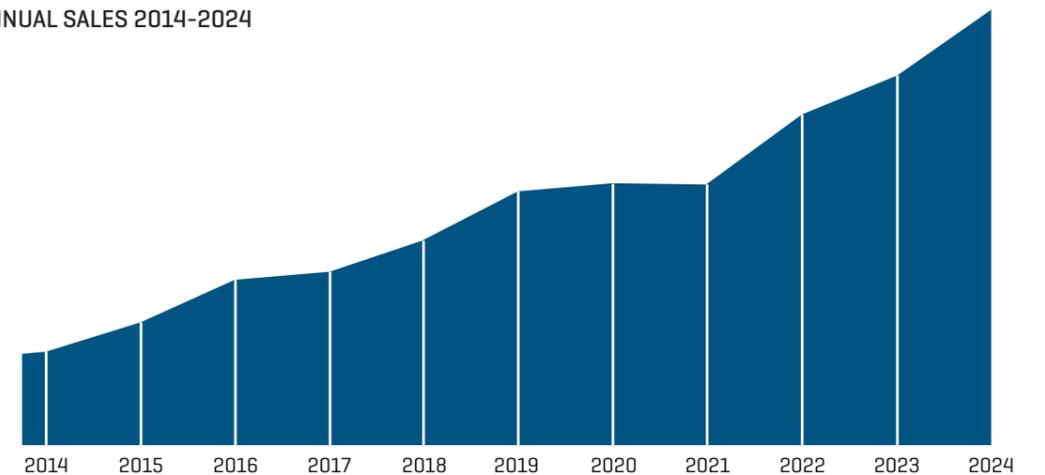
MANUFACTURERS WORLDWIDE

**450+**

OFFICE LOCATIONS

- Linköping, Sweden**
- Berlin, Germany**
- Kuala Lumpur, Malaysia**
- Tokyo, Japan**
- Grand Rapids, United States**
- Cincinnati, United States**

ANNUAL SALES 2014-2024



LETTER FROM THE CEO

# OUR COMMUNITY IS THRIVING



## Dear Configura Community,

### What a year 2024 has been for Configura!

I'm incredibly proud of the many achievements we have made as a company, for our customers, and in our product portfolio. Even though the world around us has become increasingly complicated, we have made significant progress in our governance and improved in many areas.

**The first area is our business relationship with long-term customers.** We have successfully completed many of our migrations from Configura Classic to CET. The journey of the past year had its ups and downs, but I'm happy to announce that we have navigated through most of them with excellent results and improvements for our manufacturers.

**The second area is our shift in position in our largest industry,** Commercial Interiors. During the past 18 months, we've increased our focus, brought

ourselves closer to the community, and introduced our new product Aline, a web-based app designed for smaller orders that require minimal or no space planning for the commercial interior industry. We have also appointed a Head of Commercial Interiors and established advisory boards to guide and validate future investments. This industry is undergoing change, and we need to remain agile and collaborative to keep up.

**The third area is our breakthrough and growth in Material Handling.** More than 50% of the new companies engaging with us come from this industry. We now have over 100 companies working with us and have seen tremendous growth, with users on our platform increasing by over 50%. I am proud that the last three years of substantial investments in frameworks, libraries, and essential products are now starting to show results.

**Our Kitchen and Bath business has been struggling,** mainly due to the downturn in demand globally, especially in Europe. An interesting effect of the current situation is that some of the main players are shifting their tactics and go-to-market strategies. I am very excited about what the future holds when the demand returns and investments pick up again.

**Our user community is thriving,** and we see great engagement with what we do every day. Our yearly user conference, Experience, had record attendance in Grand Rapids.

**After several years of significant growth in product investment,** staff expansion, and building our foundation, we have begun to reap the rewards, showing a strong improvement in our profitability. This means that our strategy is working, we are building funds to make us resilient for the future, and we can invest long-term in the needs of the industries we serve.

**With these few words,** I want to thank all our customers, our future customers, our community, our partners, and our fantastic team of Configurans for an incredible 2024. I look forward to what 2025 has in store for us.

Linköping, Januari 2025

Stefan Persson, CEO, Configura

# THE FUTURE IS BRIGHT

In 2023, we launched a big initiative to strengthen innovation, create value, and shape the future of our industry in North America. And what a journey it has been! Over the past 18 months, we tackled big challenges, embraced new ideas, and made an impact that will last for years to come.

## Alignment and Collaboration

We knew that to drive real change, we had to work together—internally, with our customers, and with our entire community. So, we strengthened our industry connections, held key conversations, and introduced new ways to align with our partners.

We launched advisory boards to get structure and alignment in how we will support the industry in the future, and we welcomed Aaron Okkema as our new leader for Commercial Interiors. His work will build on everything we've started.

## Packaged Services and Quality

With innovation comes responsibility. We set out to improve the quality of our products and services—because great ideas deserve great execution.

We introduced the Publishing Program, giving manufacturers and extension owners powerful insights, extension reviews and best practice alignment to improve their solutions.

We launched our first analytics offering, laying the foundation for even deeper insights and smarter decision-making.

# 12

DEALERSHIP VISITS

# 74

INTERVIEWS

We help design spaces where people and businesses can thrive, perform and grow.

We're also expanding our reach with our flooring library and materials initiatives, enabling fabrics manufacturers to take control of their materials.

To our product managers, analytics team, and everyone who made this possible—your work is shaping the future!

## CET Facelift and Improvements

But we didn't stop there! We wanted to make CET more powerful, more intuitive, and more user-friendly than ever before. And we did! CET now has a fresh, modern interface, clear user experience guidelines, and a renewed focus on quality.

Our community helped shape this evolution, and during CETX 2024, we delivered on key improvements that users asked for.

To our designers, developers, and quality teams—your dedication is what made this possible!

## New Products and Technology

And then, there was the biggest challenge of all—pushing the boundaries of what's possible. We set out to digitize knowledge, innovate new tools, and integrate AI into our platform.

We also dug deep into the daily life of designers and dealerships. Their insights helped shape a bold new vision for the future. Coming in 2025, Aline—our cloud-based sales tool for ancillary products, will revolutionize how users collaborate and present their offers.

Together, we made this happen. This initiative wasn't just about hitting goals—it was about moving forward, together.

This is just the beginning. Soon, we'll launch something new. A fresh initiative to enhance our customer experience, lead with knowledge, and build lasting partnerships.

We are Configura. We are moving forward. And the future starts now.

# EVELINA & AUDREY

## What projects are you most proud of?

**Audrey:** I'm definitely most proud of the product experience research we've done. I'm so excited to spread the knowledge and let it start to shape the direction of our products. Besides that, I'm always proud of being a part of any project where there is a really solid collaboration and trust between designers & developers from start-to-finish.

**Evelina:** I'm proud of many initiatives we've undertaken this year. We launched a new design for CET and conducted extensive research in the Commercial Interiors industry that has helped us shape our new tool ALINE.

## How do you ensure exceptional user experiences?

**Audrey:** First, listen! Be curious, ask questions, get to know the users —what they like and what they don't like. When someone brings up a problem they want solved, keep asking, "why?" until you get to the deeper problem. Then you solve THAT.

**Evelina:** It all starts with understanding the people who use our products. We stay in constant contact with our users through visits, interviews, surveys, and feedback tools to learn about their experiences. We want to understand how they use our products, what processes they follow, what works well, and where we can improve. Sometimes, we even explore tasks they perform outside of our software and ask, "How can we make our products help with that too?"

## Can you tell us about the product experience research you've done and why this is important for Configura moving forward?

**Evelina:** Absolutely! The product experience research for the Commercial Interiors industry is a user-first initiative aimed at exploring the future of working in this sector. We asked ourselves: "What will the experience of using our products be like for people working in the Commercial Interiors

industry?".

To answer this, we embarked on a three-month research journey led by Audrey and supported by other team members. They visited customers on-site, spending full days observing their work and conducting in-depth interviews and surveys. This immersive approach allowed us to deeply understand our users' day-to-day challenges and opportunities.

The outcome is a clear direction for Configura's future—one centered on people, supported by powerful yet easy-to-use technology. Our vision paints a future where users can focus on their creative and professional strengths while relying on our technology to simplify and enhance their workflows.

## What do you find most rewarding in your roles?

**Evelina:** For me, the most rewarding aspect is the combination of working with incredibly talented team members and knowing that our work can improve someone else's work life. Since most of us spend a significant portion of our lives at work, having the chance to create products that make daily tasks easier and more enjoyable feels incredibly meaningful. Nothing makes me prouder than receiving heartfelt feedback from users about how our efforts have positively impacted their work. It's a powerful reminder of why we do what we do.

**Audrey:** I love connecting things that were previously disconnected. Introducing a developer to a user and seeing them have those "Eureka!" moments when they see something unexpected. Pointing out a tiny tip to a user that will save them hours of work. Workshoping with colleagues from opposite departments and seeing them learn from each other. And fika.

## FAST FACTS

**NAME:** Evelina Hagelin

**TITLE:** Global Head of Design

**LOCATION:** Linköping

**YEARS AT CONFIGURA:** 10 months

**DESCRIBE CONFIGURA:** User-first



## FAST FACTS

**NAME:** Audrey Moore

**TITLE:** Senior UI/UX Researcher

**LOCATION:** Grand Rapids

**YEARS AT CONFIGURA:** 7 years

**DESCRIBE CONFIGURA:** Aspirational

# MATERIAL HANDLING LIBRARY

In 2024, we officially released the new **Material Handling Library**—an innovative Extension designed to connect manufacturers with end-users seamlessly and affordably. This Library offers a cost-effective way to join the CET ecosystem and provide value to end-users.

The Material Handling Library is a shared extension that allows multiple manufacturers to showcase their product catalogues to end-users within CET. Through this library, end-users can access a diverse range of supplementary standalone products, including **robotics, forklifts**, and other essential tools for their drawings and projects.

## This library is a win-win for both manufacturers and end-users:

**For Manufacturers:** The Material Handling Library provides an easier entry into CET software with minimal investment. Manufacturers can include simple catalogue objects that don't require complex parametric behaviors or intelligent snapping typically associated with advanced extensions.

**For End-Users:** End-users benefit from quick access to a variety of manufacturer catalogues within a single, easy-to-navigate extension. The library enhances project planning by integrating diverse products into drawings with ease.

The Material Handling Library is designed to remove barriers and reduce costs for manufacturers looking to enter the CET ecosystem.

Alfatec

Ashland Conveyor Products

Avancon

Cognex

FMH

Intralox

Kardex

Mettler Toledo

Pentanova

Qimarox

SICK

Southworth - Lift Tables

UTZ

Universal Robots

Wagner Fire Safety

# A GROWING ECOSYSTEM

In 2024, we launched our Partner Program and welcomed 15 companies as official development and service partners. This enables us to collaborate more closely, support our partners in delivering high-quality services, and create better opportunities for mutual growth. Together, we can set clear expectations and ensure an even better experience for our customers.

## Service Partners

Our Service Partners are here to enhance your experience with Configura's platform and tools. Whether you need tailored training, in-depth consulting to optimize your technology adoption and integration, or customized design solutions like templates, toolkits, and workflows, our partners bring expertise to improve your workflow and streamline processes. They also provide specialized IT support to keep your systems running smoothly and solutions to speed up rendering processes, helping you achieve photorealistic visuals faster.

## Development Partners

Development Partners develop content and custom functionality for Configura products. Whether you just need help to get your data lined up to be published in one of our libraries or if you need some serious extension development work done, our Development Partners are here to help. Our Development Partners began certifying their developers at the end of 2024 and the goal is to have all partner developers trained and certified to develop extensions in line with Configura standards by the first half of 2025.

For more information:



<https://www.configura.com/partner/portal>

In 2024, Configura proudly introduced over 56 new Extensions and Libraries to the CET platform, demonstrating its commitment to supporting the ever-evolving needs of its global user base. By collaborating with a growing network of partners and listening closely to customer feedback, Configura continues to enhance its software ecosystem—empowering designers, manufacturers, and space planners around the world to achieve more.

Zilenzio  
Frövi  
Allseating  
BRC Group  
Nevers Industries  
Connectrac Flex  
Versteel  
Makr  
Framery  
Tayco  
Modsilver  
VS America  
NorvaNivel  
COE Distributing  
Groupe Lacasse  
KITCHEN & BATH LIBRARY  
Sigvatsen stone industry  
Electrolux Home Products  
BSH  
Miele  
Norcool  
Beslagdesign

**COMMERCIAL INTERIORS EXTENSIONS**

## 56 new manufacturers

Troax  
MATERIAL HANDLING EXTENSIONS AND LIBRARIES  
Alfatec  
Avancon  
Mettler Toledo  
Universal Robots  
Kardex  
Southworth – LiftTables  
Ashland Conveyor Products  
Wagner Fire Safety  
Cognex  
FMH  
Intralox  
Pentanova  
Qimarox  
SICK  
UTZ

**NEW MANUFACTURERS ADDED TO THE COMMERCIAL INTERIORS LIBRARY**  
Prestwick Companies  
Sister Bay Furniture  
Mediatechnologies  
ModuForm  
HAT Collective  
Davis Furniture  
Gressco  
Gratnells  
Swiftspace  
Academia Furniture Industries  
Wyatt Seating  
Thinkspace  
Spacetor  
Diversified Woodcrafts  
Marco Group  
Symphony Furniture  
EFA Furniture  
Platinum Visual Solutions

# ANNUAL COMMUNITY EVENTS

**Configura Momentum** is our annual in-person event for partners and manufacturers, hosted each year in North America and the EU. In 2024, we celebrated the success of our expanded in-person spring sessions, which fostered deeper collaboration and a unified vision for the Configura platform. Momentum remains the cornerstone for aligning our community and setting strategic goals for the year ahead. Complementing these events, our virtual 'pace checks' continue to keep everyone informed of the latest advancements and developments, ensuring seamless communication and collaboration year-round.

**2** IN PERSON EVENTS    **3** VIRTUAL EVENTS    **136** COMPANIES REPRESENTED



## Upcoming highlights in 2025:

This conference will be receiving an update! We are **rebranding Momentum to Excelerate** to better reflect the dynamic energy, growth, and forward-thinking innovation that drive our annual event.

## For more information:



This year at **CET Experience**, the Configura community came together in Grand Rapids, MI to shape the future of our platform. Designers, engineers, and technical professionals showcased how CET, SPEC, and our other solutions unlock creativity in designing spaces, while manufacturers shared how our tools streamline sales, design, and ordering processes. CETX was a celebration of the community—an opportunity to listen, learn, and give back to the people driving innovation with Configura products.

In 2024, we saw the return of Developer Day which expanded our event to 3 days. We also saw our largest in-person event yet in Grand Rapids!

**489** ATTENDEES    **23** SPONSORS    **70+** PRESENTATIONS



## Upcoming highlights in 2025:

1. We are **rebranding** from CET Experience to simply Experience to reflect the broader scope of our annual conference and its relevance across all Configura solutions. This change emphasizes inclusivity, innovation, and the diverse ways our community drives the future of design, engineering, and manufacturing.
2. Returning to sunny Orlando, FL and a new fabulous location!
3. Workshop and Developer Day will continue to kick off the conference with our 3-day event.

## For more information:



# THE CONFIGURA AWARDS

The Configura Awards, our annual celebration of community achievements, underwent an exciting transformation this year. In addition to its traditional award categories, the event now includes a Material Handling Rendering award and a Spec award, expanding the scope of recognition. A significant update to the voting process introduced a dual approach: a professional, industry-leading jury alongside a public popular vote. We changed the voting process to exclusively impact the People's Choice categories. With more than 100 entries in the popular vote category, this year's winners truly stand out as leaders in their field. By leveraging the advanced tools of the Configura ecosystem, both users and manufacturers are setting new standards in presentation excellence.

**7**  
CATEGORIES

**182**  
SUBMISSIONS



Matt Haan, Softbank Robotics



Whitney Mellon, Cove Creek Design



Jen Baker, Atmosphere CI



Izabella Rachel, Eastern Michigan University



Oscar Arrieta, Bastian Solution



Lucia Tanabe, KISP INC



Raneem Alani, Eastern Michigan University (winner of Student Rendering, 2024)



Elizabeth Favreau, WRG Texas



Allison Hickman, Supplsource



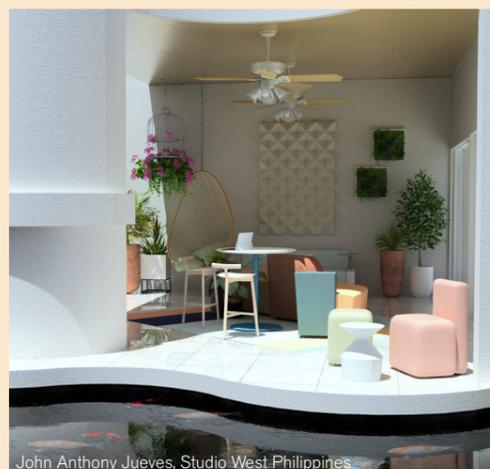
Becky Holt Tisdale, Advanced Business Interiors



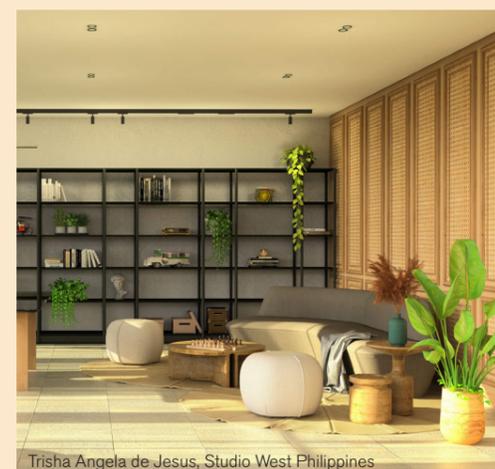
Rodel Basas, Studio west Philippines (winner of Rendering for Commercial Interiors, 2024)



Hollyann Moody, Eastern Michigan University



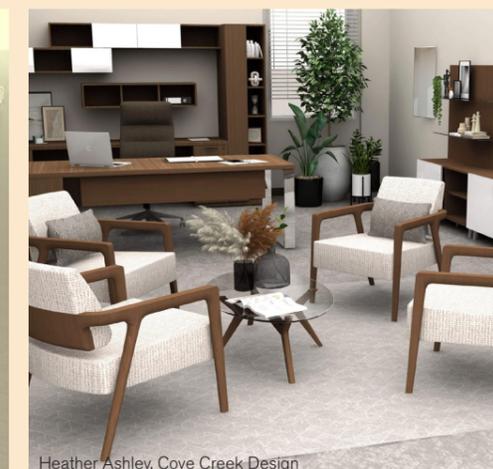
John Anthony Jueves, Studio West Philippines



Trisha Angela de Jesus, Studio West Philippines



Claire Konz, Miebach Consulting (winner of Rendering for Material Handling, 2024)



Heather Ashley, Cove Creek Design

Configura awards winners 2024!



# ADVISORY BOARDS

In 2024, we organized **specialized advisory boards** to gather **insights and feedback** from our community and **industry experts**. These boards will assist in **driving and guiding the development** of our platform, and we plan to continue this initiative into 2025.

## **Technology Advisory Board**

The Technology Advisory Board aims to provide guidance and foster innovation in software development to ensure Configura remains agile and competitive in the rapidly evolving technology landscape. Members of the board bring a wealth of experience, diverse perspectives, and a deep understanding of the technology industry.

## **Strategic Advisory Board for Commercial Interiors**

This board focuses on guiding Configura's strategy within the commercial interior industry by understanding the specific needs and challenges of industry leaders. We employ a design thinking approach to identify and address key business problems, fostering collaboration among industry partners, including competitors, to drive innovation and enhance market offerings.

## **Extension Alignment Board**

The Extension Alignment Board aims to create standardization and alignment between Configura products, primarily CET and Spec, within the North American commercial interiors industry. Its goal is to establish and enforce standards for extension-to-extension compatibility, align product roadmaps to enhance platform tools and interoperability, and promote best practices for consistency across extensions.

## **Strategic Advisory Board for Material Handling**

This board focuses on guiding Configura's strategy within the material handling industry by understanding the specific needs and challenges of industry leaders. We employ a design thinking approach to identify and address key business problems, fostering collaboration among industry partners, including competitors, to drive innovation and enhance market offerings.

## **Developer Advisory Board**

The purpose of this board is to address common pain points and establish standards for the development of CET extensions. We bring together external developers to share knowledge and best practices, enhance the developer experience, and improve the quality of CET extensions.

# DEVELOPER ACADEMY

**Developer Academy** is the go-to education platform for the CET Development Community, offering technical courses on catalog building, extension enhancement, and testing. We also provide community support sessions and certifications designed to showcase expertise and industry competence.

In 2024, we introduced our new “Developer Office Hours” to allow direct access to developer support. Additionally, we transitioned to a new system with a more user-friendly UI and introduced self-paced catalog and developer training for the first time.

These improvements reflect our commitment to supporting the developer community. Our data shows that those who participate in our developer trainings are more likely to stay engaged with the platform, which benefits both users and developers. By focusing on these initiatives, we aim to create an even better experience for everyone involved.

## In 2024, we launched a new and improved Developer Academy with the following courses available:

- **Self-Paced CET Developer Onboarding**
- **Introduction to CET Testing**
- **Fundamental Developer Certification**
- **Self-Paced Catalogue Creator Training**
- **Developer Open Office Hours**





### FAST FACTS

**NAME:** Mika Nishimura

**TITLE:** Support Specialist

**LOCATION:** Tokyo

**YEARS AT CONFIGURA:** 1 year

**DESCRIBE CONFIGURA:** Transformative

# MIKA NISHIMURA

### Tell us about your new role as a Support Specialist in Japan?

I decided to take on the exciting challenge of becoming a Support Specialist in Japan because I recognized the pressing need for someone who can empathize with and truly understand the challenges Japanese users face when working with international software. In Japan, there is a strong demand for high-quality support that goes beyond simply addressing surface-level issues. Customers value solutions that stem from a deep understanding of their true needs, which often requires careful listening and thoughtful interaction.

As a Support Specialist, I'm committed to being the connection between our company and our customers, ensuring that our services meet the high standards expected in Japan. I believe this role is not just about solving problems but also about fostering meaningful relationships and delivering value that exceeds expectations

### What's your background?

Since joining Configura in November 2023 as a Sales Engineer, I have been involved in various activities, including introducing CET, conducting demos and POCs for prospects, providing basic instructions to trial users, and creating content for tradeshows. Through these activities, I have come to understand that users and potential customers often have concerns about whether they can fully utilize an overseas product and seek strong support to ensure they can use it effectively without any issues.

Before joining Configura, I gained valuable experience as a Technical Support Specialist at a global software company, where I focused on delivering exceptional customer support and

maintaining high satisfaction levels. I worked closely with technical teams and developers to resolve customer issues effectively.

These experiences have provided me with a strong foundation in technical skills and customer-focused collaboration, which I bring to my work at Configura.

### What is it like to work at an office that is establishing itself in a new market?

It's an honor to be part of a team working to establish itself in a new and dynamic market, and I'm excited to contribute to its growth and success. Working in an office entering a new market comes with unique challenges and opportunities. Through my experiences so far, I've noticed that users and potential customers often have concerns about whether they can fully utilize an overseas product and seek reliable support to ensure seamless adoption.

Being part of this journey has allowed me to play an active role in addressing these concerns, whether by introducing CET, conducting demos and POCs, or providing tailored guidance for trial users. Each of these activities has deepened my understanding of the market's specific needs and given me the chance to showcase how Configura's solutions can bring value to the Japanese industry.

I'm inspired by the collaborative spirit within our team and the unwavering support we provide each other to overcome challenges. Together, we are not just introducing a product but building trust and long-term relationships, which is key to succeeding in a new market.

# WEB-BASED CONFIGURATIONS

OFS was seeking a comprehensive solution to streamline their product configuration and pricing processes, which involved multiple systems and data sources. Their previous 3D configurator was limited and cumbersome to maintain, leading to inefficiencies and inconsistencies across their digital platforms. The need for a unified system that could handle both CET and web-based configurations was critical.

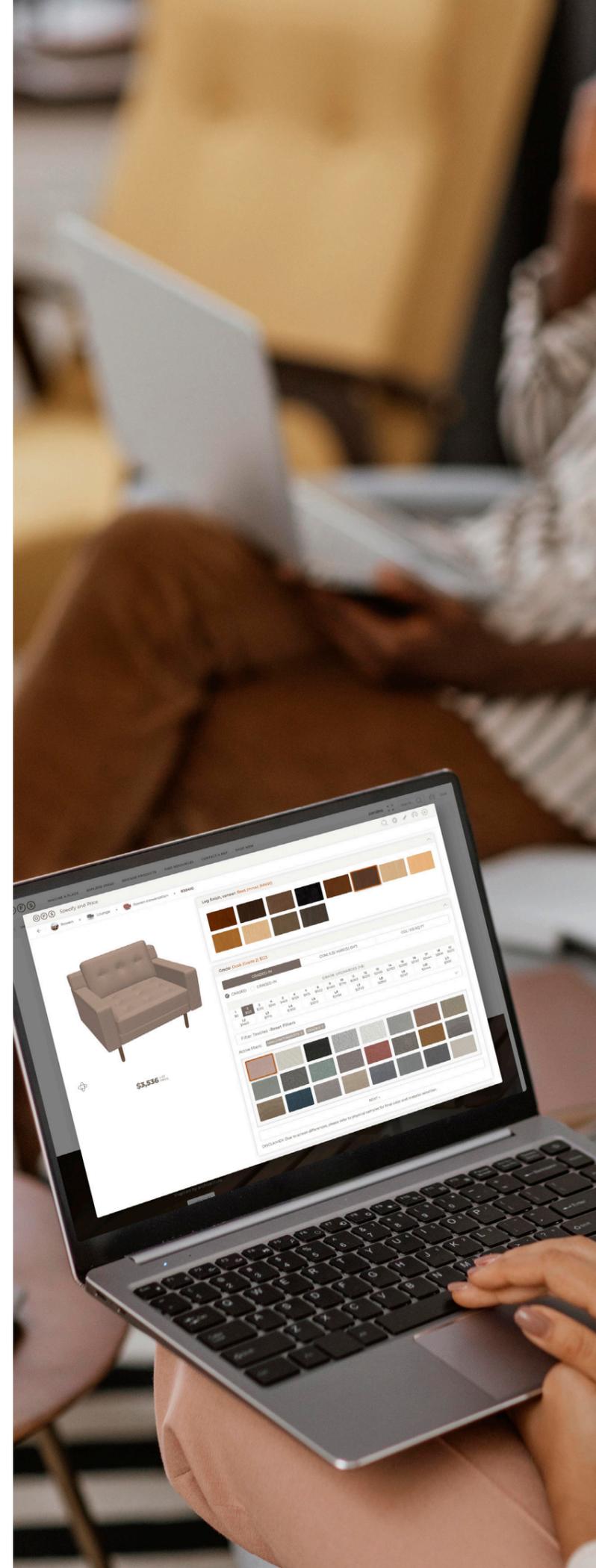
Configura's Stage was chosen to replace the existing 3D configurator. Stage provided self-service capabilities for customers, enabling them to pull options and pricing, and view 3D representations of products via the web. This solution leveraged the same data set used for CET, ensuring consistency and accuracy across platforms.

## Implementing Stage for centralized data management

As an early adopter, OFS worked closely with Configura during the development and implementation of Stage. This collaboration focused on optimizing API endpoints and creating dashboards for monitoring usage and performance.

The transition involved significant effort in updating and validating 3D models to meet both web and CET standards. By consolidating their systems into one platform, the sales system has become quicker, simpler, and less manual, saving valuable time and resources.

**THE SALES SYSTEM HAS BECOME QUICKER,  
SIMPLER, AND LESS MANUAL, SAVING VALUABLE  
TIME AND RESOURCES.**



## CASE STUDY: OFS

OFS, along with its family brands Carolina and ROOM, is an open line office furniture manufacturer serving a variety of sectors, including healthcare, hospitality, and corporate environments. They provide a wide range of furniture solutions to different dealerships, ensuring quality and innovative design across their product lines.

OFS was one of the first to implement Stage on their website, resulting in an enhanced user experience for both internal teams and external dealers.

CUSTOMER SINCE

**2014**

YEARS OF USING STAGE

**5**

USERS PER MONTH

**10,000**



"STAGE HAS HELPED US **ELIMINATE REDUNDANT SYSTEMS**, SAVE ON MAINTENANCE COSTS, AND IMPROVE THE **ACCURACY AND TRUST** IN OUR PRODUCT DATA."

Tim Hopper, Director of Strategic Applications, OFS

### The results

By centralizing product data, Stage has eliminated discrepancies, reduced maintenance costs, and enhanced data accuracy. This unified platform has empowered both internal teams and external dealers with self-service capabilities, leading to increased efficiency and user satisfaction.

The platform has been widely adopted across different departments, demonstrating high user engagement. Consequently, it has streamlined workflows, improved sales performance, and bolstered trust in data reliability. Ultimately, Stage has proven to be a cost-effective solution with a substantial positive impact on business operations.

### Scalability and adaptability

OFS anticipates continued benefits from Stage as they further integrate and optimize their digital tools. The scalability and adaptability of Stage will support ongoing innovation and efficiency improvements within the organization.

Tim Hopper, Director of Strategic Applications at OFS, highlights the significant positive impact of Stage on OFS's operations, emphasizing the unified data management and the enhanced ability for users to self-serve. He notes, "Stage has helped us eliminate redundant systems, save on maintenance costs, and improve the accuracy and trust in our product data."

Tim advises other businesses considering Stage to focus on the 3D model aspect, ensuring models are accurate and optimized for both web and CET use. "Stage is great for its ability to handle extensive product options and configurations effectively."

# INDUSTRY INITIATIVES: COMMERCIAL INTERIORS



## 2024 highlights

In 2024, CET celebrated 20 years of innovation with a modernized interface and significant platform updates. While embracing new technology and evolving user expectations, we remained committed to being the world's most intelligent platform for designing sustainable, efficient, and beautiful spaces.

The new interface introduced a sleek, user-friendly design that enhances usability and lays the foundation for future features. Back-end improvements delivered greater stability and performance, allowing users to explore the updated interface while temporarily retaining access to the existing one. New UX design guidelines were also implemented to improve quality and consistency across the platform.

Key functional upgrades included faster, more intuitive dimensioning tools, enhanced CAD file workflows for greater stability, and refinements to the Material Explorer and COM Dialog to better meet user needs. We also sunsetted Movie Studio, expanding our partnership with Epic Games to offer discounted access to Twinmotion, providing cutting-edge rendering and fly-through capabilities.

A major highlight was the launch of Analytics, a powerful tool that transforms user data into actionable insights, enabling strategic decisions based on user behavior. This addition empowers businesses to achieve success within the CET ecosystem.

## Future Plans

In 2025, Configura is gearing up to launch Aline, a new web app tool for creating and managing smaller projects and transactions without the need for space planning, and a new Materials Database that answers the call for a more accessible, efficient, and integrated approach to material selection.

Configura will also be broadening its Analytics offering by introducing Product Analytics, which provides valuable insights into product trends and specifications, and Market Analytics, which empowers manufacturers to benchmark their performance against the broader market.



### FAST FACTS

**NAME:** Johan Serebrink

**TITLE:** Product Owner

**LOCATION:** Linköping

**YEARS AT CONFIGURA:** 8 years

**DESCRIBE CONFIGURA:** Nice

# JOHAN SEREBRINK

### Tell us about your role and your main responsibilities?

I started as a Product Owner in August 2023. My main responsibility in this role is to optimize the value created by my team. I achieve this by setting the priorities for the work we do and collaborating closely with my teammates to ensure that our tasks are feasible and can be completed within a reasonable timeframe.

I communicate frequently with other teams we depend on and strive to keep our stakeholders informed about the latest developments within the team. Additionally, I engage with users and companies interested in Aline, gathering insights into their perceived problems and suggestions for solutions.

### Aline is one of our major initiatives, what do you see as the biggest success factor for it?

From the start of Aline's development we have kept the intended user's needs at the forefront of our decision-making. We have not intended to make a drop-in-replacement for any of our existing apps, we have focused on understanding what the user wants to accomplish and designing solutions to address those specific problems.

The business of commercial interior design has evolved a lot over the last 20 years. Many of the challenges we have solved as a company during this time have indeed been addressed, only to be replaced by new, contemporary issues.

We see a growing demand for cloud solutions,

the old file management systems are becoming a burden to our customers. You no longer see one software as the solution to the issues of a company, you employ a suite of apps all tailored to optimally solve one problem each. It is more a matter of fitting into a wider ecosystem, than to be the ecosystem.

### What's the best part of your job? And what's the most challenging?

I appreciate my colleagues and seeing the work we accomplish together is certainly a particularly important part of why I have continued working at Configura for a long time. My colleagues are also the most challenging part of my work. Keeping high performing individuals content by adapting to their (often) conflicting needs is a constant balancing act - one I have yet to master. But the challenge in that is also why I keep developing as a person and why the work is rewarding on a personal level.

# ONE INTEGRATED PLATFORM FOR ALL

Finnish furniture company Martela made the decision to move over to CET Commercial Interiors after nearly 25 years on the Configura platform. The vision: to create a seamless process flow by integrating CET with their PLM and CRM systems.

CET is known for its visualization and calculation capabilities, but with the integrations Martela implemented, it has gone far beyond just layout and product configuration.

"We now have one solution for sales and interior design, and all our data is maintained in one platform," Joonas Kesikallio said.

#### 43% increase in daily business process efficiency

Martela has integrated CET into its entire business process by connecting the CRM and PLM systems to CET, creating a unified platform. Customer information and agreements, including special pricing and discounts, are imported directly into CET along with the quote ID from the CRM. This enables them to then work together with the customer in CET to create the layout, BOM, presentations, and cost calculations. Once completed, all the information can be sent directly into the PLM system for quote validation and ordering.

By consolidating their systems into one platform, the sales system has become quicker, simpler, and less manual, saving valuable time and resources.

"What we targeted for is what we got, which was for sales and interior design to work together on one platform together," said Kesikallio. "From the data quality and management point of view, we now have an accurate information process and can get an automated pricing process because what is sent to PLM is always up-to-date which leads to an efficient manufacturing process and delivery accuracy."

**"WE CAN GET AN AUTOMATED PRICING PROCESS BECAUSE WHAT IS SENT TO PLM IS ALWAYS UP-TO-DATE WHICH LEADS TO AN EFFICIENT MANUFACTURING PROCESS AND DELIVERY ACCURACY."**

# 43%

INCREASE IN DAILY BUSINESS  
PROCESS EFFICIENCY



 CONFIGURA

## CASE STUDY: MARTELA

Martela is one of the Nordic leaders specializing in user centric working and learning environments. The company is one of three of the largest office furniture manufacturers in the Nordic countries.

The history between Martela and Configura goes way back and integrating CET with their CRM and PLM is the next step of the journey together.

ESTABLISHED IN  
**1945**

EMPLOYEES  
**403**

CET USERS  
**200**

CUSTOMER SINCE  
**1994**



The move has resulted in a range of impressive outcomes, including daily business process efficiency increasing by a remarkable 43%.

#### **38% increase in sales and improved customer experience**

Consequently, sales now have more time to engage with customers and carry out proactive sales activities. Martela has seen a 38% increase in sales per salesperson now compared to before the implementation, as well as an enhanced customer experience.

“Our customers are impressed, and it’s been helping with selling,” said Keskikallio. “With CET, we now have a tool where we can very quickly showcase and present all our products, including our newest products, and we can see our entire collection in 2D and 3D. CET creates a ‘wow’ factor for our customers.”

Martela’s success story is a testament to the power of strategic integration and the right tools. With the right vision and integration, businesses can optimize their operations and customer interactions, leading to higher efficiency, growth, and satisfaction. Martela’s result-driven approach to a seamless process flow is truly inspirational and demonstrates how a bold move towards change can lead to remarkable results.

**“CET CREATES A  
‘WOW’ FACTOR  
FOR OUR  
CUSTOMERS.”**

**38%**

**INCREASE IN SALES PER  
SALESPERSON**

**“WE NOW HAVE ONE SOLUTION  
FOR SALES AND INTERIOR  
DESIGN, AND ALL OUR DATA IS  
MAINTAINED IN ONE PLATFORM.”**

# INDUSTRY INITIATIVES: MATERIAL HANDLING



## 2024 highlights

The year 2024 marked a transformative phase in the material handling market, showcasing exceptional growth and strategic accomplishments. Active material handling users on the platform surged from 3,000 to over 5,500 globally, representing an impressive growth rate of 68%.

Key achievements included the integration of Jungheinrich and Delaval, which significantly expanded the platform's ecosystem. The launch of the Material Handling Library, with 15 founding members, set the stage for further innovation and collaboration within the industry.

Additionally, the introduction of Essential Shelving, Essential AS/RS Cranes, Essential Pallet Conveyors, and Essential Cantilevers enriched the platform's offerings, providing users with versatile and cutting-edge solutions. Furthermore, Configura's win of the MHI Innovation Award at Modex 2024 solidified its reputation as a leader in the sector, while expanded engagement in key markets like Europe and Japan demonstrated the company's global reach and adaptability.

**CET MATERIAL HANDLING NAMED  
MHI INNOVATION AWARD  
WINNER AT MODEX 2024!**



## Future Plans

Looking ahead, Configura's material handling strategy for 2025 and beyond is poised for substantial growth and innovation. A primary focus is on scaling user adoption, and continuing to grow our user count. Efforts will include onboarding three major players from pilot projects to full adoption and expanding the Material Handling Library.

We are also advancing our value proposition by addressing challenges in robust paper outputs and enhancing ROI calculations for manufacturers. With targeted partnerships, Configura aims to deepen integration capabilities and introduce simulation tools to address key market needs. Investment in regional development, such as a focused strategy in Japan and a new partnership in India, will strengthen the company's foothold in the APAC market.

# STREAMLINING MATERIAL HANDLING SOLUTIONS WITH MAESTRO

Dematic, a global leader in warehouse automation, has found a winning formula with Maestro, their custom platform built on CET Material Handling. Maestro empowers Dematic's teams to design, visualize, and implement complex systems with unmatched precision and speed, driving significant gains in productivity and customer satisfaction.

## The Challenge

Before Maestro, Dematic relied on a fragmented system of contrasting tools. Designers used AutoCAD for 2D layouts, QMA and Excel for estimating, and ELM for order entry. This disjointed workflow resulted in inefficiencies, increased time-to-completion, and the need for specialized expertise in multiple software programs.

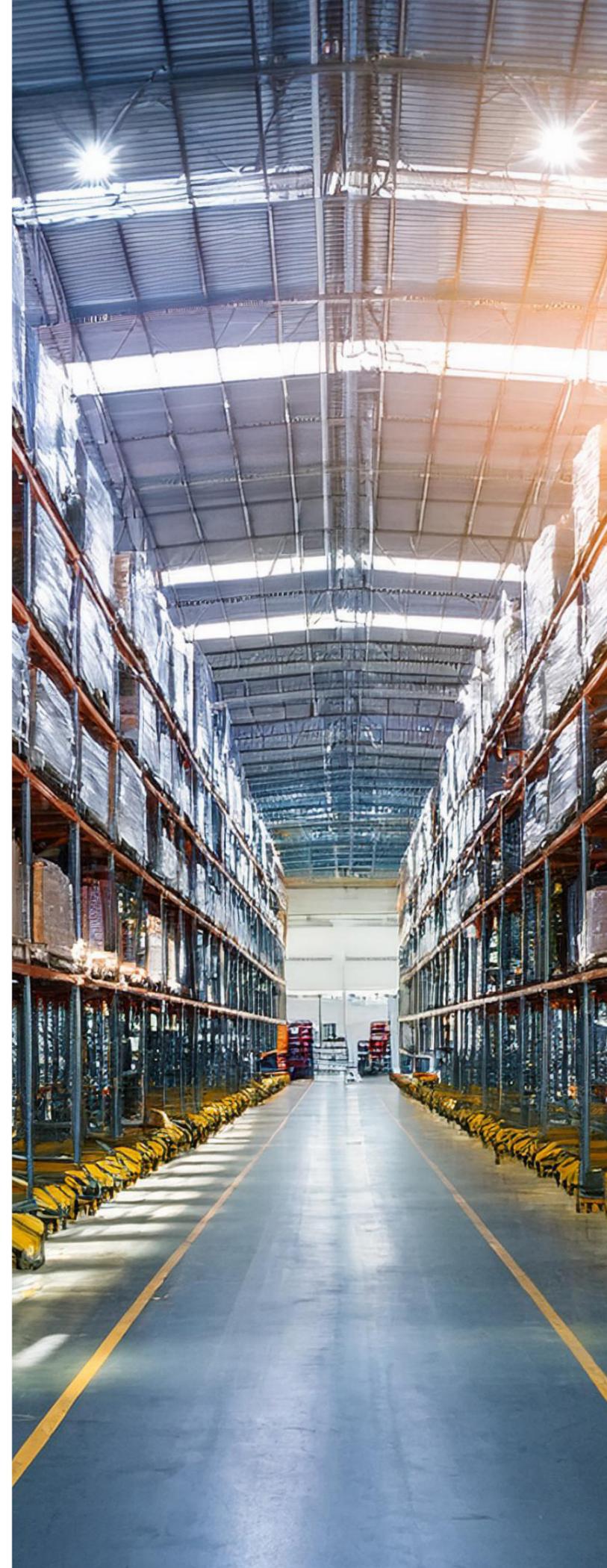
"We used to have to work in AutoCAD (only 2D), then send that to Excel/QMA and manipulate the data for the final estimate," explains Cody Thompson, Senior Manager of Solution Development and User Community at Dematic. "This took a long time and required multiple areas of expertise."

## Building Maestro: Customization and Control

Seeking a unified solution, Dematic turned to CET Material Handling. CET's powerful platform offered the customization, standard product libraries, 3D visualization, and integrated costing tools that Dematic needed to streamline its processes.

"CET allows us to customize solutions with standard products," says Thompson. "It gives us the flexibility to meet unique customer needs while maintaining efficiency."

By implementing CET and developing Maestro, Dematic could consolidate its workflow into a single, powerful platform. This transition has dramatically improved collaboration, reduced errors, and accelerated project timelines.



## CASE STUDY: DEMATIC

Dematic, a global leader in intelligent automation and material handling solutions, is renowned for its innovative approach to optimizing warehouse operations and supply chain efficiency. Maestro, Dematic's internal platform built on CET Material Handling is central to this innovation. Maestro empowers Dematic's teams to design, visualize, and implement complex material handling systems with unparalleled precision and speed.

EMPLOYEES

10,000+

COUNTRIES

22

CET USERS

2300+

CUSTOMER SINCE

2016



### **The Payoff: Efficiency, Accuracy, and Customer Satisfaction**

The impact of Maestro on Dematic's operations has been significant. Engineering time has been reduced by 40%, and the time to complete a firm estimate has decreased by 30%. These efficiencies have translated into increased win rates and higher customer satisfaction.

"With CET, we have decreased the time to execute projects!" Thompson exclaims. "CET has also helped decrease complexity to develop and sustain the software and the designing."

Beyond the quantifiable benefits, Maestro has also enhanced Dematic's customer interactions. The ability to present designs in 3D has improved communication and understanding, leading to greater confidence in Dematic's solutions.

### **The Power of Community: Unexpected Benefits**

One of the unexpected benefits of partnering with Configura has been the sense of community and collaboration it has fostered. "The friendships and community fostered through Configura events have been invaluable," says Thompson. "We've made a lot of connections with many manufacturers."

### **The Future of Maestro: Data-Driven Design and Ecosystem Growth**

Dematic continues to explore the full potential of Maestro. They are leveraging CET's data mining capabilities to gain deeper insights into their projects and are actively contributing to the growth of the MH ecosystem.

"CET interacts with so many tools easily and quickly, and that is HUGE value," Thompson emphasizes. "Dematic is able to export product info to JSON/ database so they can datamine information and gain valuable analytics."

### **Dematic and Configura: A Partnership for Innovation**

Dematic's successful implementation of CET Material Handling demonstrates the power of a unified platform to transform complex workflows.

Maestro has streamlined processes, improved accuracy, and enhanced customer relationships, solidifying Dematic's position as a leader in the material handling industry.

**ENGINEERING TIME HAS BEEN REDUCED BY 40% AND THE TIME TO COMPLETE A FIRM ESTIMATE HAS DECREASED BY 30%.**

**Cody Thompson, Senior Manager Solution Development and User Community**

**WE HAVE MADE A LOT OF CONNECTIONS WITH MANY MANUFACTURERS.**

**Cody Thompson, Senior Manager Solution Development and User Community**

# INDUSTRY INITIATIVES: **KITCHEN AND BATH**



## **2024 highlights**

In 2024, we continued advancing the framework for CET Kitchen & Bath, solidifying its position as a comprehensive solution for the kitchen industry. We improved functionality and welcomed several manufacturers into our growing ecosystem. Our efforts to refine and enhance CET Kitchen & Bath also extended to expanding our reach across Europe, bringing our innovative solutions to a broader audience.

One of the year's highlights was our participation in the KBB trade fair in Birmingham, where we showcased CET Kitchen & Bath for the first time in England. We were pleased with the positive response and the strong interest from visitors to our booth.

Additionally, we took part in Nordbygg, the largest construction exhibition in the Nordic region. The event attracted a large audience, allowing us to connect with a wide range of kitchen and bath manufacturers and designers. The enthusiasm for CET led to numerous interesting and engaging meetings.

## **Future Plans**

Looking ahead to 2025, we are committed to continuing our development journey, focusing on meeting customer needs and delivering unparalleled value and solutions to our partners and users worldwide.

# HASIF & DEREK

**In 2025, you are relocating to our office in Tokyo, Japan, what motivated you to take this step and what are you most looking forward to with this new experience?**

**Derek:** I previously studied abroad in Tokyo for a year in college and have been looking for opportunities to move back ever since. From a personal standpoint, I am really looking forward to hiking in the mountains around western Tokyo again. Professionally, I am looking forward to having more time overlap with some of our R&D teams in Kuala Lumpur, as well as the opportunity to be more involved in Sales and Support.

**Hasif:** I have always had an interest in Japan. It has always been a dream of mine to try to live there and immerse myself in their culture. I hope that I'll be able to watch a few live concerts while I'm there as I'm a big fan of Japanese music. It is also a wonderful opportunity for career growth that doesn't come around often. There will be a lot for me to learn. It will be a challenge but I'm looking forward to it.

**Can you tell us about your backgrounds as developers, and how you think these experiences can contribute to our establishment in a new market?**

**Derek:** I have had the opportunity to work on many unique and complex products and systems during my time at Configura, which has offered plenty of experience in understanding user preferences, manufacturer requirements, mentoring developers, and creating solutions to fit a wide variety of budgets. I am looking forward to using these experiences to help grow our presence in Japan.



**Hasif:** I have been involved in a variety of different projects over the years, with most of them involving talking to the customers and it has given me a better understanding of user and industry requirements. I have also seen a variety of solutions in different projects which will hopefully help me when talking to any new customers.

**How do you prepare to work in a completely new cultural and business environment?**

**Derek:** While it is important to research cultural differences and common business phrases, you really have to prepare to be unprepared. I think that knowing when to ask for help and being willing to learn from your mistakes is critical for adapting to an unfamiliar environment. Appreciating cultural differences and adapting to change is an amazing way to turn a potentially stressful situation into a positive experience.

**Hasif:** I have been studying Japanese on and off over the past few years but now that I have this relocation opportunity, I have been taking private lessons to refresh what I've learned and to practice before I go there. As for the cultural and business differences, while I am reading up on some nuances in Japanese business culture, I know that I can always ask my colleagues in Japan who know more and have more experience in that aspect, and I hope that I can learn a lot from them.

## FAST FACTS

**NAME:** Adhwa Hasif Noor Baharin

**TITLE:** Senior Developer

**LOCATION:** Relocating to Japan

**YEARS AT CONFIGURA:** 9

**DESCRIBE CONFIGURA:** People



## FAST FACTS

**NAME:** Derek Haller

**TITLE:** Senior Developer

**LOCATION:** Relocating to Japan

**YEARS AT CONFIGURA:** 5

**DESCRIBE CONFIGURA:** Collaborative

# CORPORATE CLIMATE

This year, we continued building on the strong foundation of our company culture. We are proud to have further developed the “Our Culture” project, turning core values into actionable behaviors that align our actions with the company’s beliefs, fostering an even more authentic and unified culture.

Additionally, we introduced a new leadership program, including all leaders across the organization. This program is designed to empower our leaders to grow, inspire, and drive success for the entire organization.

How we operate is guided by one principle: with Our Leaders, for Our Employees—always acting in the best interests of both the organization and our people. Together, we are shaping a workplace that values innovation, teamwork, and commitment, ensuring everyone can reach their full potential.



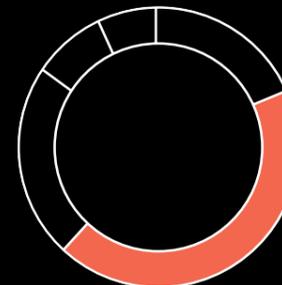
## GENDER

MALE, 67%  
FEMALE, 33%



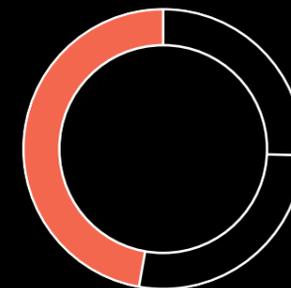
## FUNCTION

PRODUCT, 37.5%  
CUSTOMER SUCCESS, 32.4%  
SALES & MARKETING, 8.9%  
BACKOFFICE, 4.8%  
TECHNOLOGY, 9.3%  
PEOPLE, 3.7%



## AGE

20-29, 19%  
30-39, 46%  
40-49, 24%  
50-59, 9%  
60-69, 7%



## AVERAGE YEARS

APAC, 5.36  
NA, 5.65  
EUROPE, 9.87

# CONFIGURA TEAMS UP OUR GLOBAL CSR INITIATIVE

At Configura, we are committed to making a positive impact in the communities where we operate. Each employee is granted 8 paid hours per year to dedicate to volunteer initiatives aligned with the UN's Sustainable Development Goals. We believe in empowering our employees to engage in causes close to their hearts, giving them the flexibility to choose how and when they want to contribute. By doing so, we can make a difference across a variety of areas.

This initiative demonstrates our commitment to supporting our communities and reflects our values of environmental consciousness and social responsibility. We are proud to share that 224 hours were spent throughout 2024, which is the highest number of hours used since the initiative was introduced in 2021.

## 2024 highlights

This year, we've focused on sustainability and community engagement across our locations, working toward shared goals in collaboration with various organizations. For example, our North America colleagues helped clean areas around local rivers, while our team in Linköping hiked and cleared litter along a nature trail. In Kuala Lumpur, employees supported Kechara Soup Kitchen's mission to serve nutritious meals to the most vulnerable.

In addition to this, we're also proud to have introduced an initiative this year that allows employees to donate blood during work hours.

Beyond these initiatives, our employees have volunteered in meaningful ways: offering tutoring, supporting and socializing with elderly people, and teaming up with local organizations to help build homes for families in need. We closed the year by partnering with local aid organizations to provide gifts and holiday meals to families struggling during the holiday season.

We are proud of how our employees have embraced these CSR hours to support diverse organizations and people in need. As we look ahead to 2025, we're excited to continue driving meaningful and impactful engagement.

**224**  
HOURS USED



configura.com

**Configura Sverige AB**

Storgatan 13, Box 306  
SE-581 02 Linköping, Sweden  
Tel. +46 13 37 78 00  
info@configura.com

**Configura Inc.**

35 Oakes St. SW, STE 800  
Grand Rapids, MI 49503  
Tel. +1 616 242 6262  
info@configura.com

**Configura Cincinnati**

5181 Natorp Blvd. Suite 420  
Mason, OH 45040  
Tel. +1 513 554 1665  
info@configura.com

**Configura Pacific Sdn Bhd**

Suite 16-16, Floor 16, GTower  
199 Jalan Tun Razak  
50400 Kuala Lumpur, Malaysia  
Tel. +603 2171 2877  
info@configura.com

**Configura GmbH**

Kurfürstendamm 11  
10719 Berlin, Germany  
Tel. +49 151 113 000 21  
info@configura.com

**Configura Ltd.**

Area Shinagawa, 13th Floor  
1-9-36 Konan, Minato-ku  
Tokyo 108-0075 Japan  
Tel. : +81 [3] 5460 7525  
info-jp@configura.com