



# AI Brand Leader Report

CPQ (Configure Price Quote)  
Platforms

[itbrandpulse.com](http://itbrandpulse.com)



# Executive Summary

The March 2026 AI Configure Price Quote (CPQ) Platforms Brand Leader Survey captures the sentiments of sales and marketing pros across a rapidly expanding market driven by demand for automation, personalization, and productivity gains in sales workflows.

This report includes the results of voting for Market, Intelligence & Innovation, Creativity & Expression, Accuracy & Trust, and Human Empowerment leaders.

The companies voted brand leaders embody the industry's shift from basic automation to agentic, insight-driven sales systems that augment human sellers, improve decision-making, and accelerate revenue generation across modern enterprise sales organizations.

We define Configure Price Quote (CPQ) Platforms as systems that enable organizations to accurately configure products, calculate pricing, and generate quotes for complex sales transactions.

These platforms provide capabilities such as product configuration rules, pricing optimization, discount governance, contract generation, and integration with CRM and ERP systems. Increasingly, AI-driven CPQ platforms are incorporating predictive pricing, guided selling, and automated deal workflows to accelerate sales cycles and improve margins.

The March 2026 IT Brand Pulse survey identifies Salesforce CPQ as the Market Leader. However, leadership diverges significantly across other dimensions. PROS leads in Innovation. DealHub dominates Creativity & Expression and Human Empowerment, while SAP CPQ leads in Accuracy & Trust. These results highlight a category in transition, where legacy enterprise vendors dominate adoption and reliability, while AI-native and modern UX-focused platforms are reshaping innovation, usability, and user experience.



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# Brand Leadership Defined



## Market Leader

AI buyers want to know the product they invest in today will exist, grow, and be supported tomorrow. Market leaders create this assurance with their ability to define categories, influences standards, and attracts ecosystems. Survey results often suggest that other brand leader values are driving perceptions of who is market leader.



## Intelligence & Innovation Leader

Intelligence & innovation leadership represents a brand's ability to push boundaries, pioneer new capabilities, and deliver meaningful advancements before competitors. It's about consistently releasing smarter models, new techniques, improving performance, and efficiency, and solving previously unsolved problems.



## Creativity & Expressions Leader

This is the value that transformed generative AI into a cultural phenomenon. Creativity & expression leadership reflects a brand's ability to unlock human imagination, artistic output, and new modes of communication. It shows up in multimodal expression, storytelling, design assistance, idea exploration, and playful experimentation.



## Accuracy & Trust Leader

Trust is the currency of AI. When a system suggests medical information, legal recommendations, financial calculations, or mission-critical actions, accuracy becomes existential. A single major failure can erode trust overnight. This value represents the brand's seriousness about quality, reliability, and responsibility.

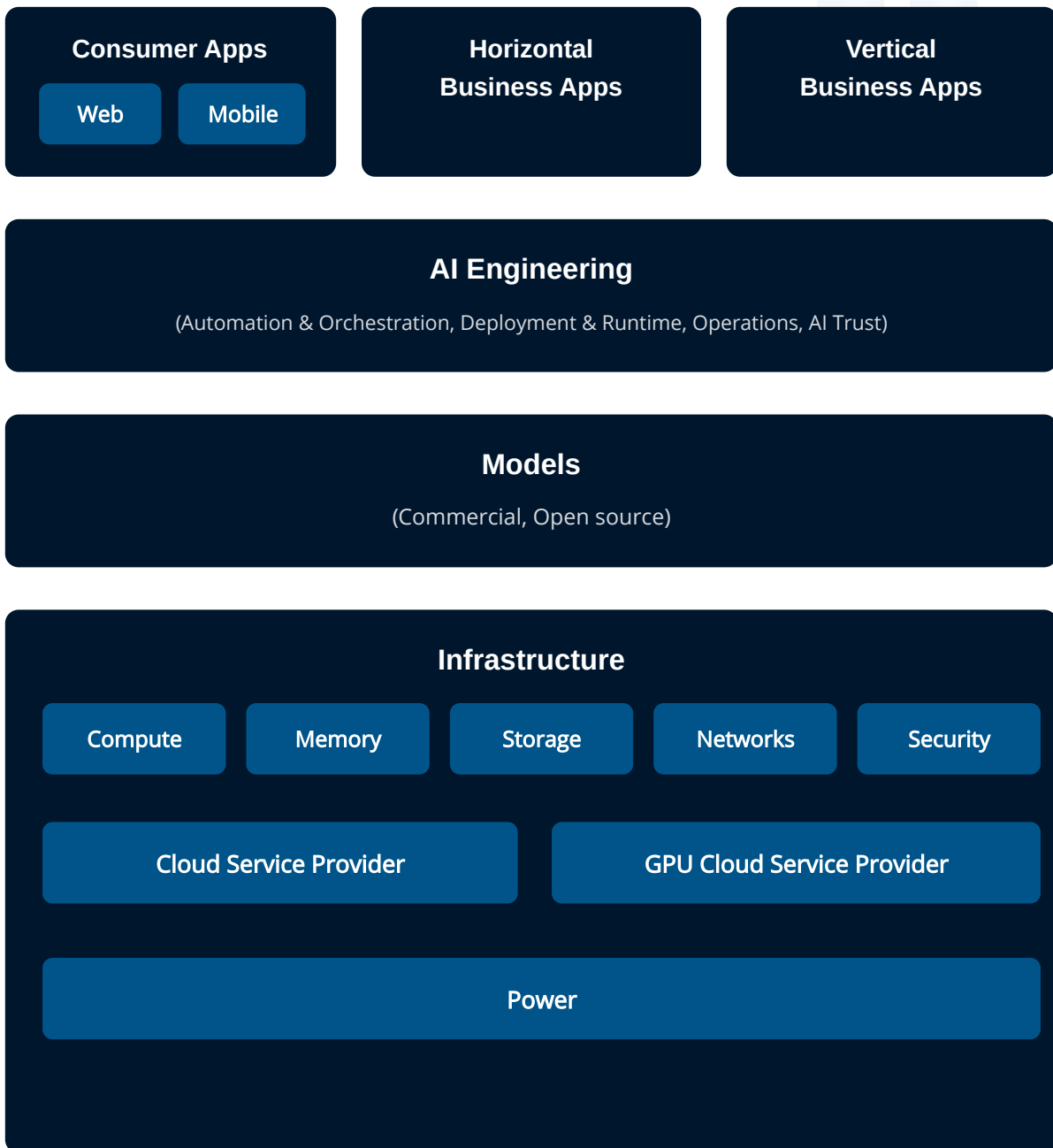


## Human Empowerment Leader

The world is wrestling with fear and uncertainty about AI. Will it take my job? Will it make decisions I can't understand? Will it operate in ways that harm me or my community? These anxieties are real and widespread. Human empowerment leadership defines a brand's a commitment to amplifying human capability, not replacing it.

# AI Product Taxonomy

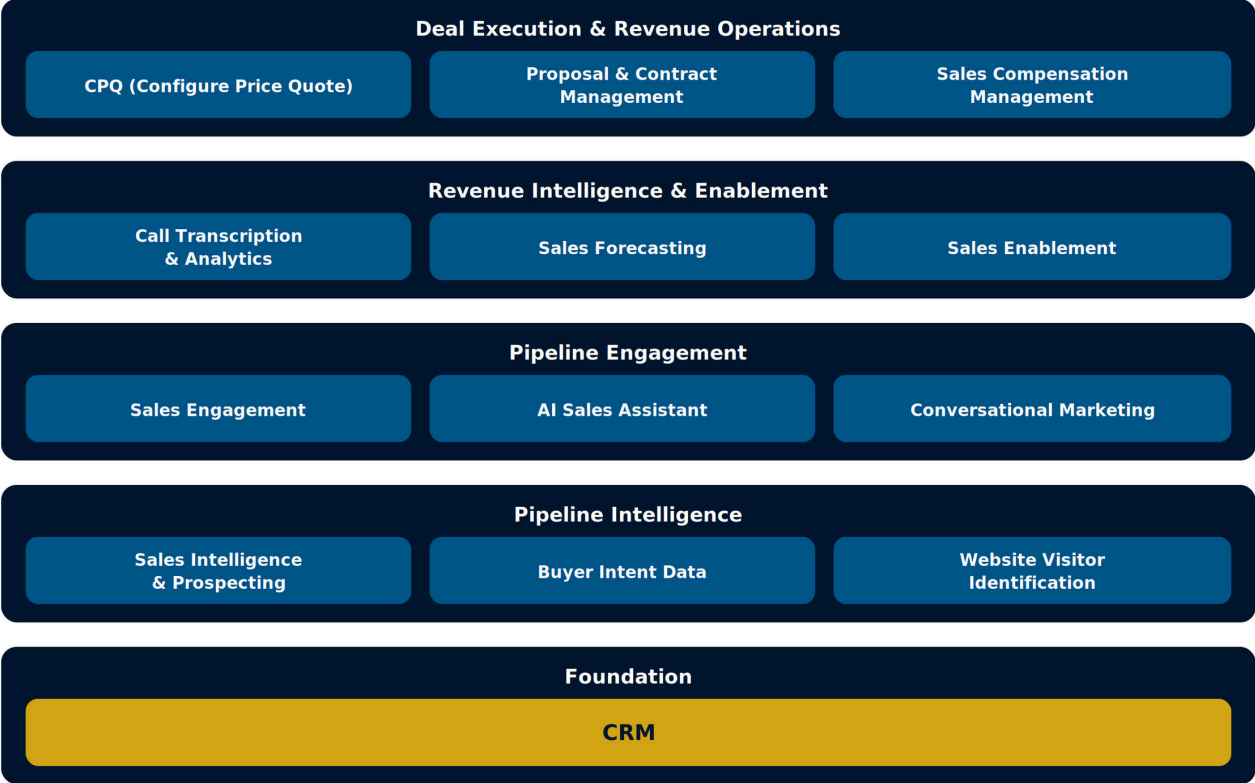
The AI Sales products covered in this survey are part of the Horizontal Business Apps layer in the IT Brand Pulse AI Product Taxonomy. AI Brand Leader surveys are based on the product groupings below with shared characteristics, intended use, target customer, and other criteria.



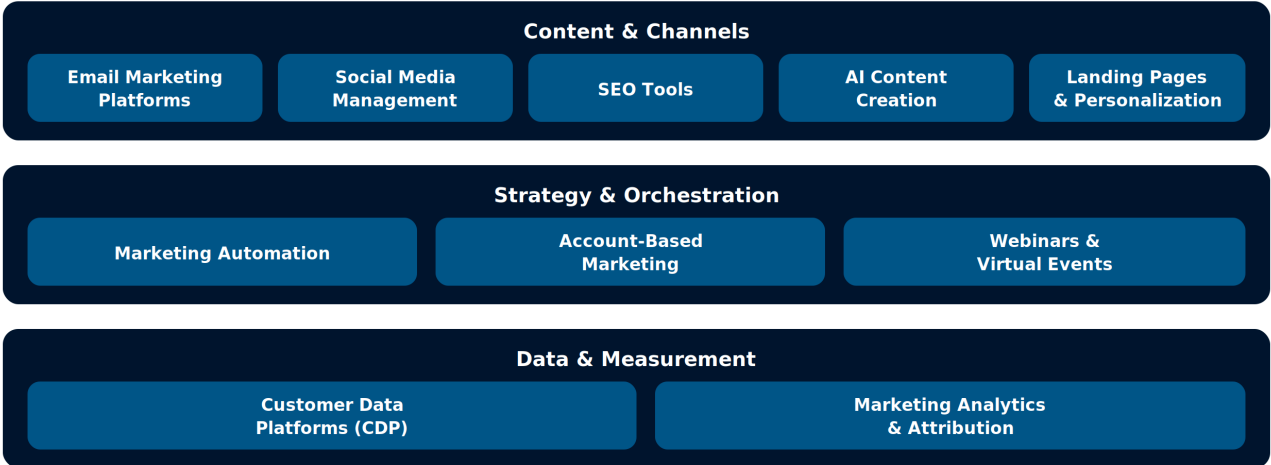
# AI Sales & Marketing Stacks

Below are the the product categories and sub-categories, that makeup the AI Sales and Marketing stacks inside the Horizontal Business App layer in our AI Product Taxonomy.

## AI Sales Products



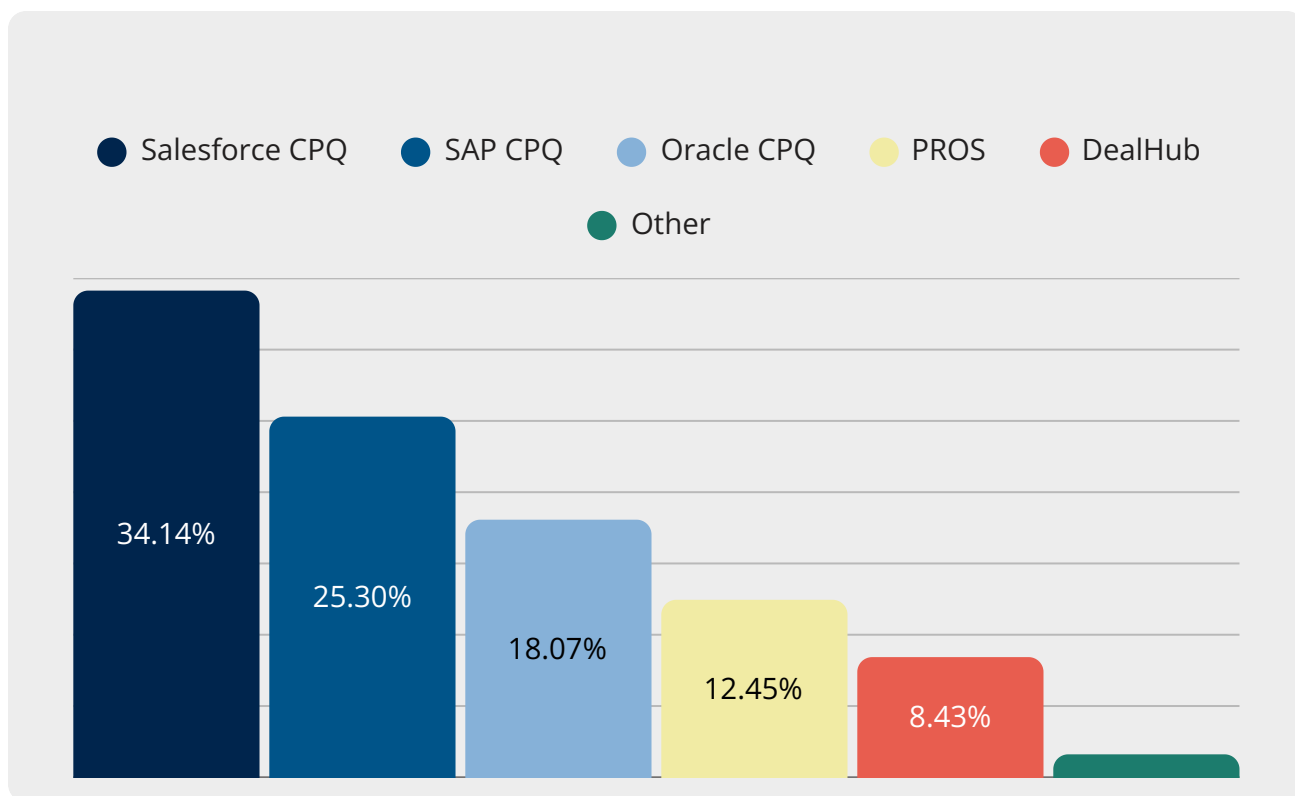
## AI Marketing Products



# Configure Price Quote Platforms



The sales and marketing community voted Salesforce CPQ as the Market Leader with 34.1% of votes, followed by SAP CPQ at 25.3%. The 8.8-point spread indicates a clear leadership position, though not a dominant one given the strong presence of SAP and Oracle. The top three vendors collectively account for over 77% of the vote, reflecting a highly consolidated enterprise market where a few vendors control the majority of adoption.

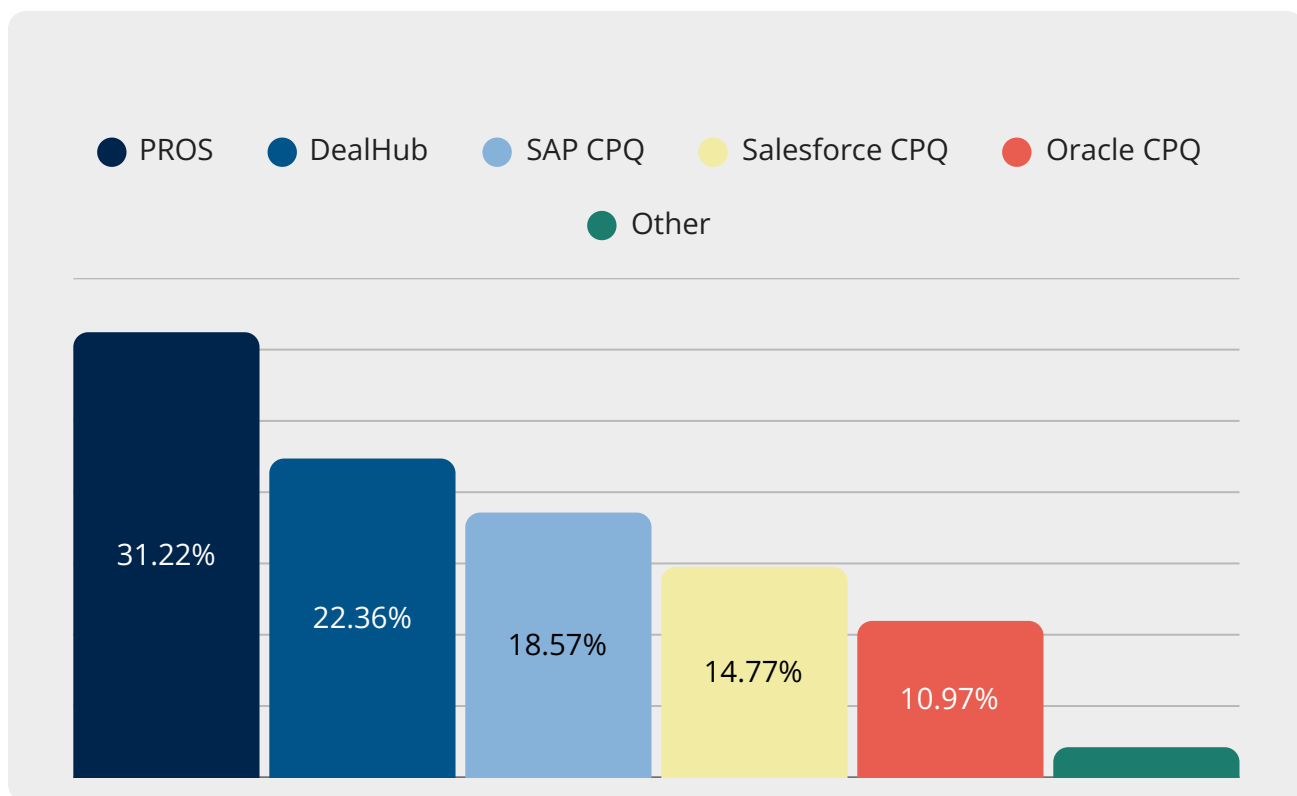


Salesforce CPQ's leadership is driven by its deep integration with the Salesforce CRM ecosystem, broad enterprise adoption, and end-to-end sales workflow alignment. Its familiarity among sales teams and extensive partner ecosystem reinforce its market presence, even as newer vendors innovate around specific capabilities.

# Configure Price Quote Platforms



PROS leads in Innovation with 31.2% of votes, followed by DealHub at 22.4% and SAP CPQ at 18.6%. The 8.8-point spread indicates a clear innovation leader, with PROS recognized for advancing the category beyond traditional CPQ capabilities. Salesforce CPQ, despite its market leadership, ranks 4th, highlighting a disconnect between scale and perceived innovation.

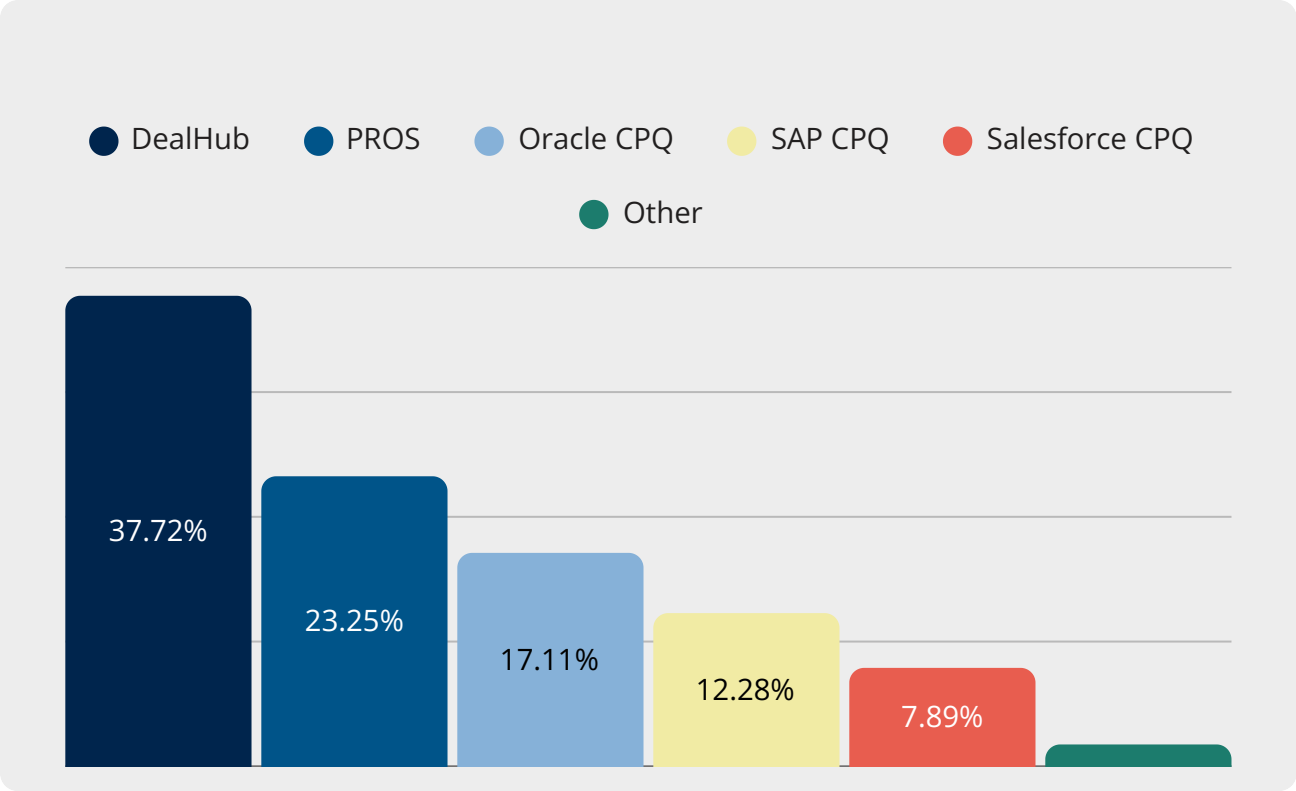


PROS' innovation leadership is rooted in its AI-driven pricing optimization, advanced analytics, and dynamic pricing capabilities. The lack of strong correlation between market leadership and innovation leadership suggests the category is shifting from configuration-centric systems to intelligence-driven revenue platforms, with newer or more specialized vendors leading that transition.

# Configure Price Quote Platforms



DealHub leads in Creativity & Expression with 37.7% of votes, followed by PROS at 23.3% and Oracle CPQ at 17.1%. The 14.5-point spread between first and second place indicates a decisive leadership position, making DealHub the standout vendor in how it delivers user experience, product design, and differentiation in the market.

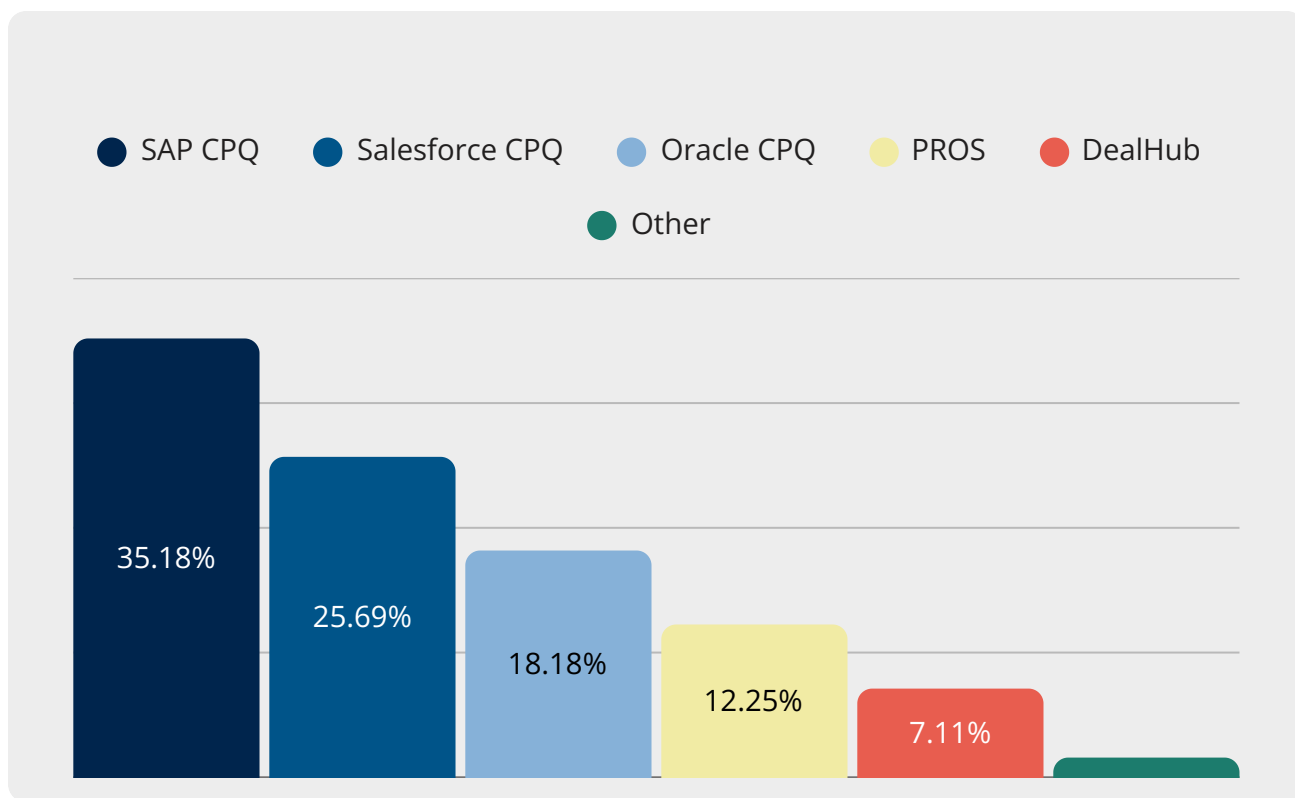


DealHub’s leadership likely stems from its focus on intuitive user interfaces, streamlined workflows, and modern approaches to quote generation and deal collaboration. There is a moderate correlation with innovation leadership, as DealHub also ranks highly there, but limited correlation with market leadership, reinforcing that user experience and creativity are becoming independent axes of competition.

# Configure Price Quote Platforms



SAP CPQ leads in Accuracy & Trust with 35.2% of votes, followed by Salesforce CPQ at 25.7% and Oracle CPQ at 18.2%. The 9.5-point spread indicates a strong leadership position, particularly in a category where precision in pricing and configuration is critical.

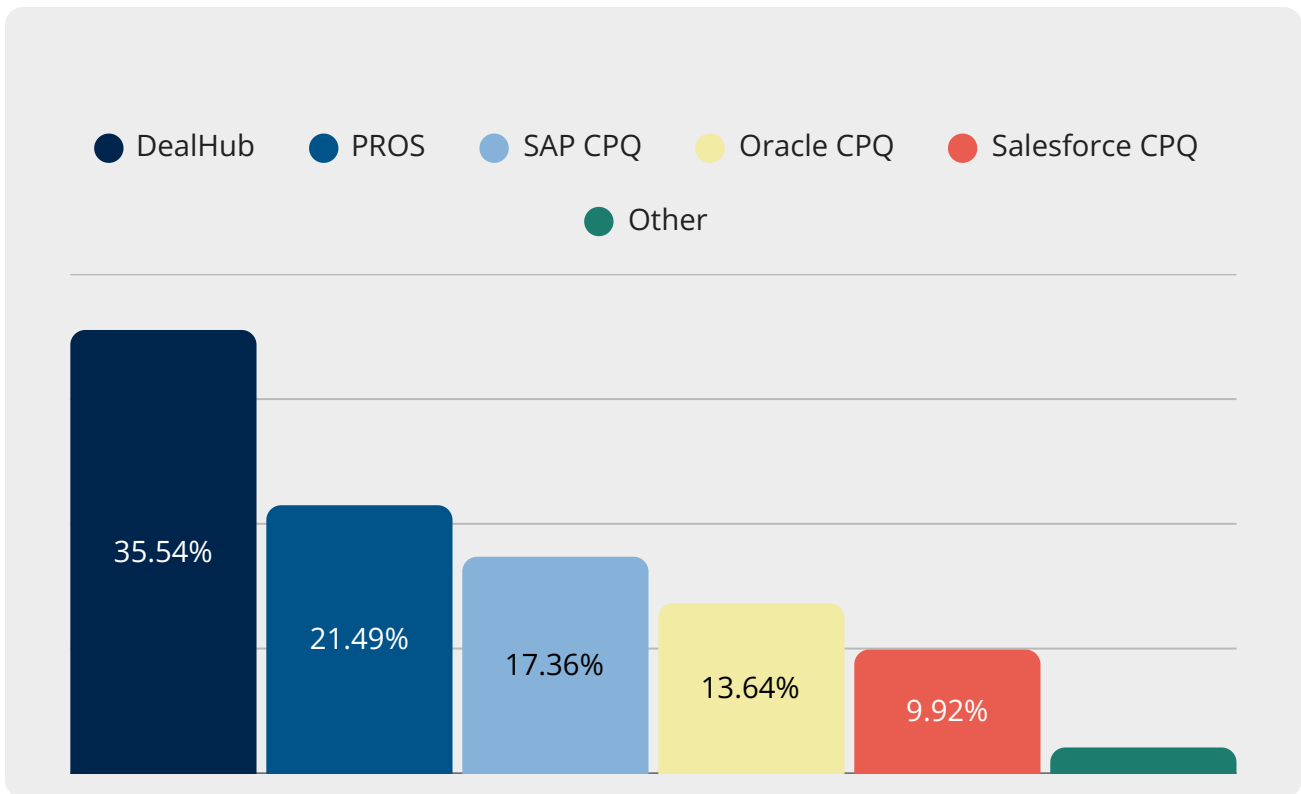


SAP's leadership reflects its enterprise-grade reliability, deep ERP integration, and strong governance capabilities, which ensure accurate pricing, compliance, and consistency across complex sales processes. There is a strong correlation between market leadership and trust leadership, as the top vendors in market share also rank highly in trust.

# Configure Price Quote Platforms



DealHub leads in Human Empowerment with 35.5% of votes, followed by PROS at 21.5% and SAP CPQ at 17.4%. The 14-point spread between first and second place indicates a clear leadership position, highlighting DealHub's strength in enabling users to work more efficiently and effectively.



DealHub's leadership reflects its ability to simplify complex sales processes, reduce friction in quote creation, and empower users with intuitive tools and automation. There is limited correlation with market leadership, as Salesforce CPQ ranks lower here, suggesting that ease of use and user empowerment are distinct from enterprise scale and adoption.

# Looking Forward

## Predictions

### **1. The category will evolve from CPQ to “Revenue Orchestration Platforms.”**

Traditional CPQ functionality will be absorbed into broader platforms that manage end-to-end revenue workflows, including pricing, quoting, contracting, and forecasting. IT Brand Pulse taxonomy will shift from CPQ Platforms to Revenue Orchestration Platforms.

### **2. AI-driven pricing and deal intelligence will become the primary competitive differentiator.**

Static pricing rules will give way to dynamic, AI-driven pricing engines that optimize deals in real time based on market conditions, buyer behavior, and historical performance. Voting will shift toward vendors that deliver measurable revenue lift and margin improvement, not just configuration accuracy.

### **3. The category will split into “enterprise CPQ systems” vs. “AI-native deal experience platforms.”**

A structural divide will emerge between Enterprise CPQ systems (e.g., Salesforce, SAP, Oracle) focused on governance, scale, and integration; and AI-native platforms (e.g., PROS, DealHub) focused on agility, automation, and user experience. IT Brand Pulse will likely define subcategories such as Enterprise Revenue Infrastructure and AI Deal Experience Platforms, with brand leader voting evolving to measure both system control and user-centric innovation as separate leadership dimensions.



## AI Brand Leader Program

IT Brand Pulse Brand Leader Awards are voted by thousands of IT professionals, not algorithms or small judging panels. Our surveys measure brand perception across the Five Pillars of AI brand leadership, giving winners credible, third-party validation that resonates with customers, analysts, and investors.

See the latest survey results at:

<https://itbrandpulse.com/brand-leader-program>.

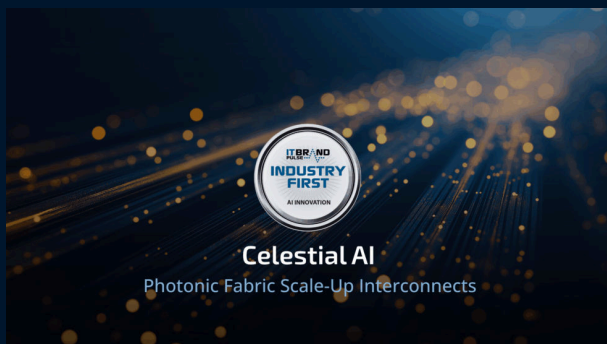




## Industry First Program

IT Brand Pulse's Industry First Program provides independent, third-party validation that you were first to deliver a meaningful AI innovation. Our analysts verify your timeline, technical claims, and market precedence, then publish a comprehensive validation article documenting your achievement.

See the latest industry firsts and nominate your product at: [itbrandpulse.com/industry-first](https://itbrandpulse.com/industry-first).



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