Mercura
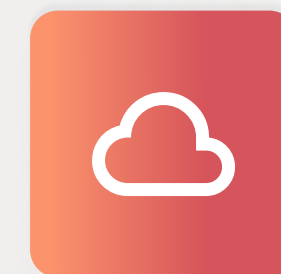
CPQ solutions.

We are passionate about growing your business with software.

Mercura offers cutting-edge Configure, Price, Quote (CPQ) solutions, designed to streamline the sales process, enhance efficiency, and drive revenue growth for businesses of all sizes.
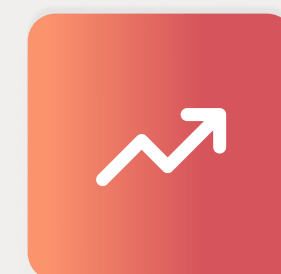
Mercura has its own standard software suite.

All solutions operate on a SaaS business model.

We target small and medium-sized manufacturing companies with configurable or make-to-order product programs.

Our customer base includes 30+ Danish industrial companies, and we are experiencing strong market conditions and significant growth.

Customer-Centricity

We place our customers at the heart of everything we do. Their success is our success. We actively listen to their needs, challenges, and aspirations, and we tailor our solutions to provide maximum value.

Innovation

We continuously strive to push the boundaries of what's possible, fostering a culture of exploration. Our commitment to innovation drives the development of cutting-edge software solutions.

Collaboration

We believe in the power of teamwork, internally and with clients. Our collaborative spirit promotes open communication, shared expertise, and a collective commitment.
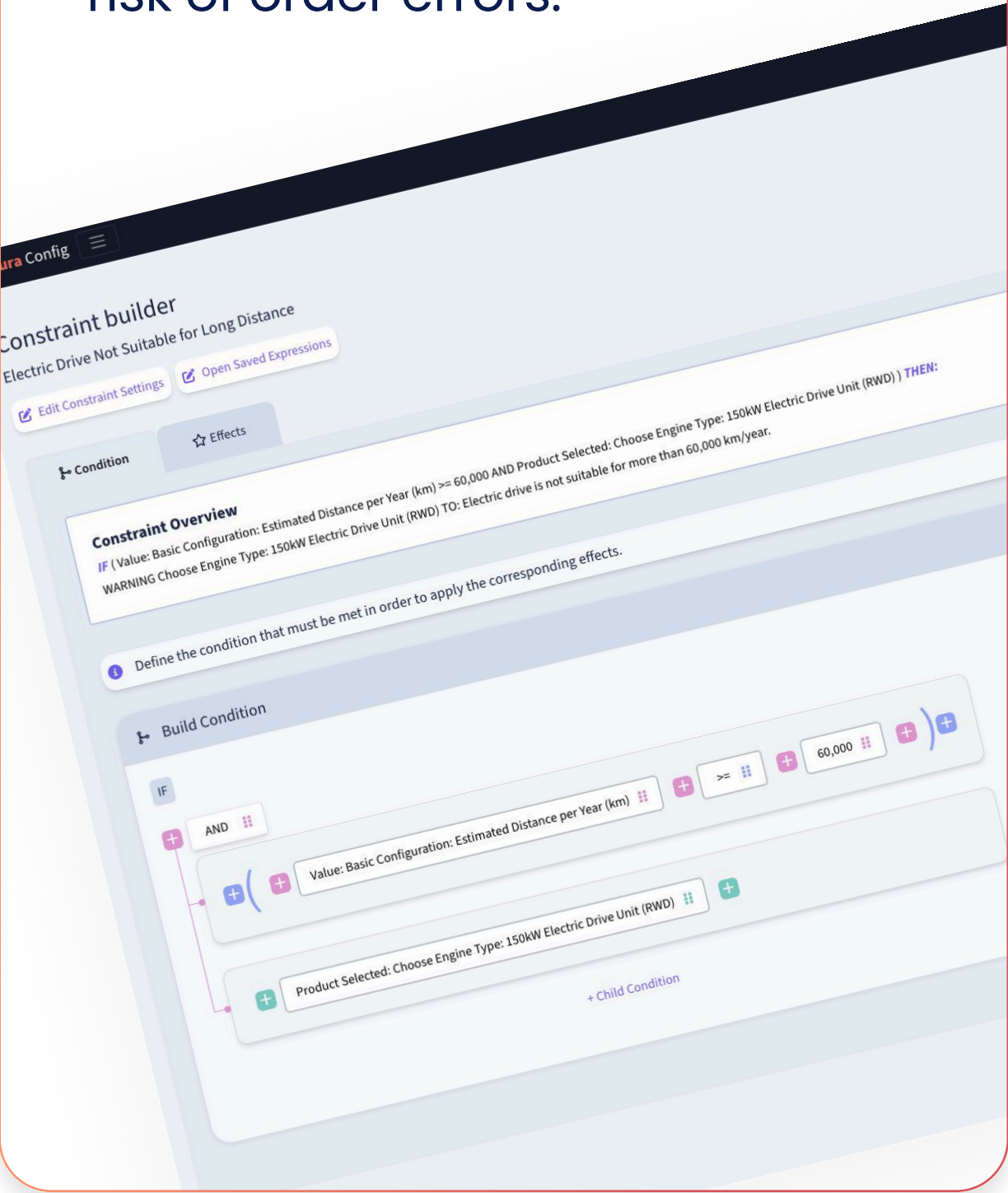
how do we drive value?

Our products are shaped to offer the best **Product Modeling features** in a CPQ System. Our **Pricing Engine** provides clients with detailed offerings in quotes, including price adjustments and discounts.
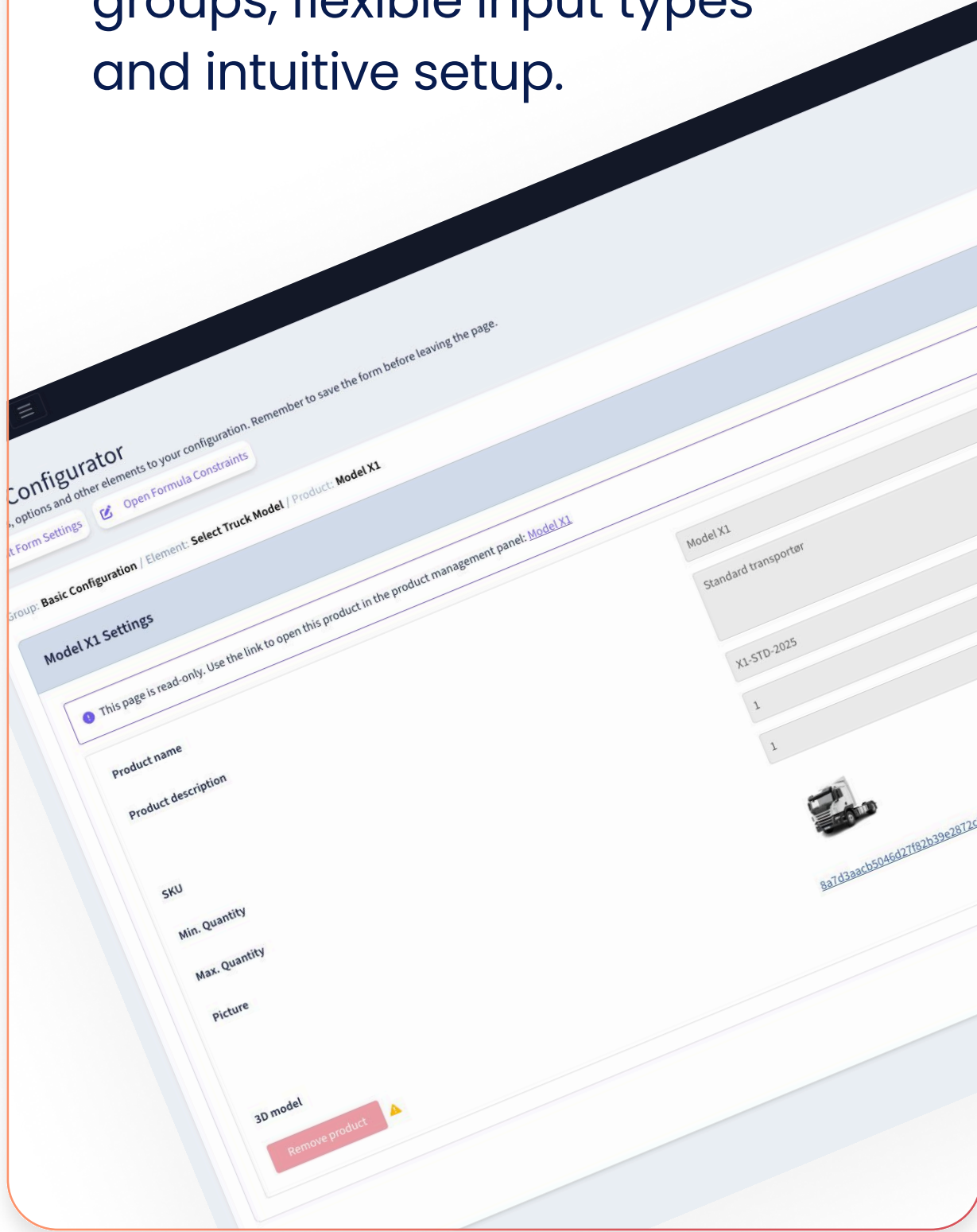
Rule Builder

Customers can can define smart logic that guides users through valid product combinations, reducing the risk of order errors.
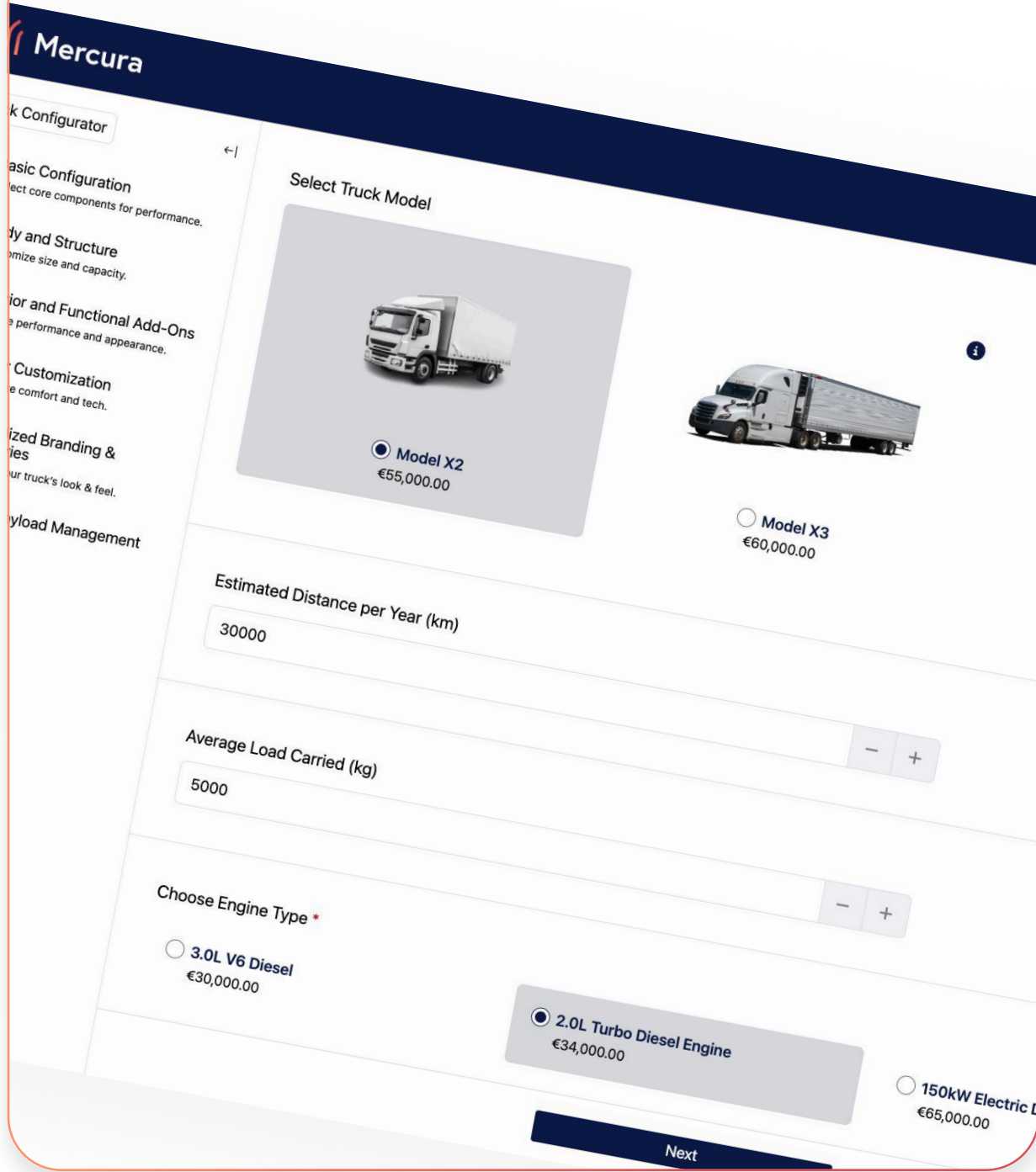
Form Builder

Customers have full control over how products are configured, with structured groups, flexible input types and intuitive setup.

Standard Front-End

Supports seamless product assembly with a responsive, customizable design, tailored to the brand's needs.

Quote Generation

Instant generation of accurate quotes, enabling iterative requirement changes and quickening the sales cycle.

Get access to all features with flexible and scalable pricing, designed to support your team at every stage.

€40 / month per user

minimum 5 users

✓ Competitive pricing

✓ Zero implementation fees

✓ Ideal for growing teams

✓ Enjoy discounts for teams of 10+ and 50+ users

our impact

We have worked with dozens of companies and developed user friendly solutions.

MIGATRONIC

hmk BILCON

bica®
FROM WASTE TO RESOURCES

AC HYDRAULIC
NO COMPROMISE

BRAMIDAN®

SAINT-GOBAIN

etac®

UNIQA
group

VICA
DANMARK

Daniatech

SOBY.COM
TRUSTED SINCE 1961

HAGS®

Lindab

MTDK A/S
AMT TRAILER

WIN N CARE

AIRMASTER

the partner program

Designed to provide the resources, training, and tools needed to build a practice, support new and existing clients and grow a profitable business.

Sales Partner

Sales agents that help us sell our software.

System Integrator Partners

Partners that help implement our solutions for customers.

Technology Partners

Partners making technology that works alongside ours.

Get in touch with us
to start building together.

Martin Johansen

Founder & CEO

Shape the Future of Manufacturing with AI-Powered CPQ

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Mercura