



**A CONFIGURA AND CET MATERIAL
HANDLING OVERVIEW FOR SPEEDRACK
DISTRIBUTOR DAYS!**

INTRODUCTIONS

Hello!

CONFIGURA GLOBALLY

Grand Rapids, MI

Cincinnati, OH

Linköping
(GHQ)

Berlin

Tokyo

Kuala Lumpur

275+

\$34M

18k+

300+

Employees

Sales (USD)

CET Users

Customers worldwide



Complex, disparate, unintuitive software



Demand for engineering talent



Increasing customer expectations and complexity



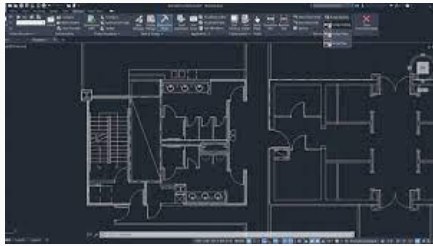
Accelerating trends



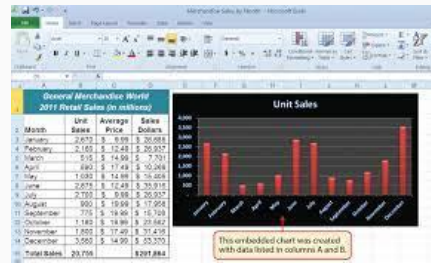
New distribution center models

THE CHALLENGE: TOOLS & SYSTEMS

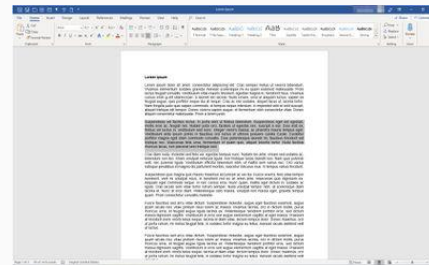
ITERATIONS with SPEED, ACCURACY and MANY Stakeholders



CAD Layout



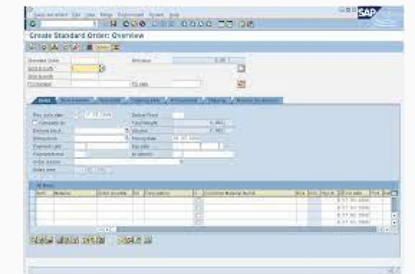
BOM & Estimate



Proposal



Presentation



Order & Mfg

For Concept based proposals, the Layout is the source of truth to build on.



Parametric

We use parameters to define content variations



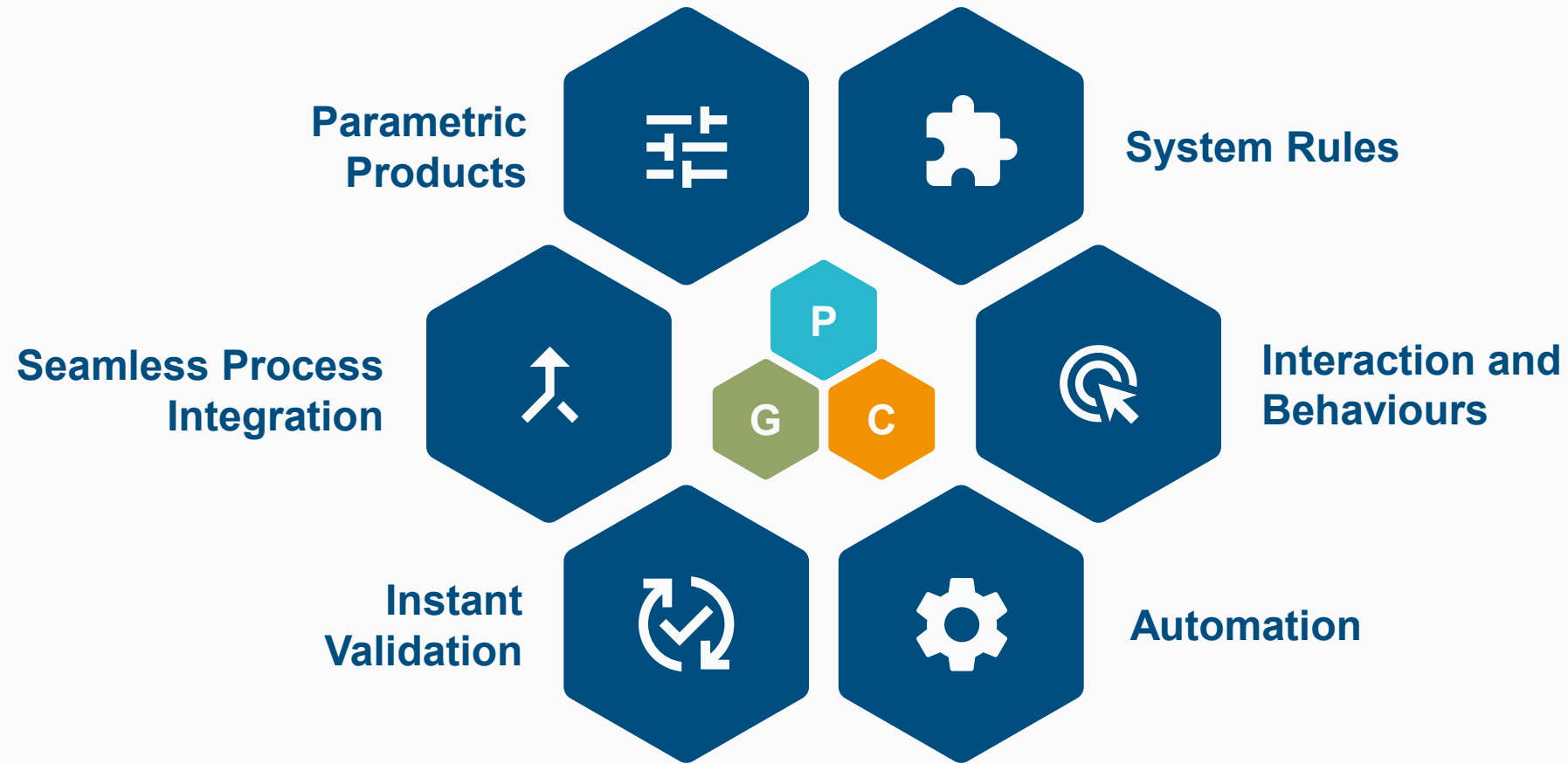
Graphical

We use graphics for natural interaction



Configuration

We use configuration rules to eliminate design errors and manage product complexity



WHAT IS CET?

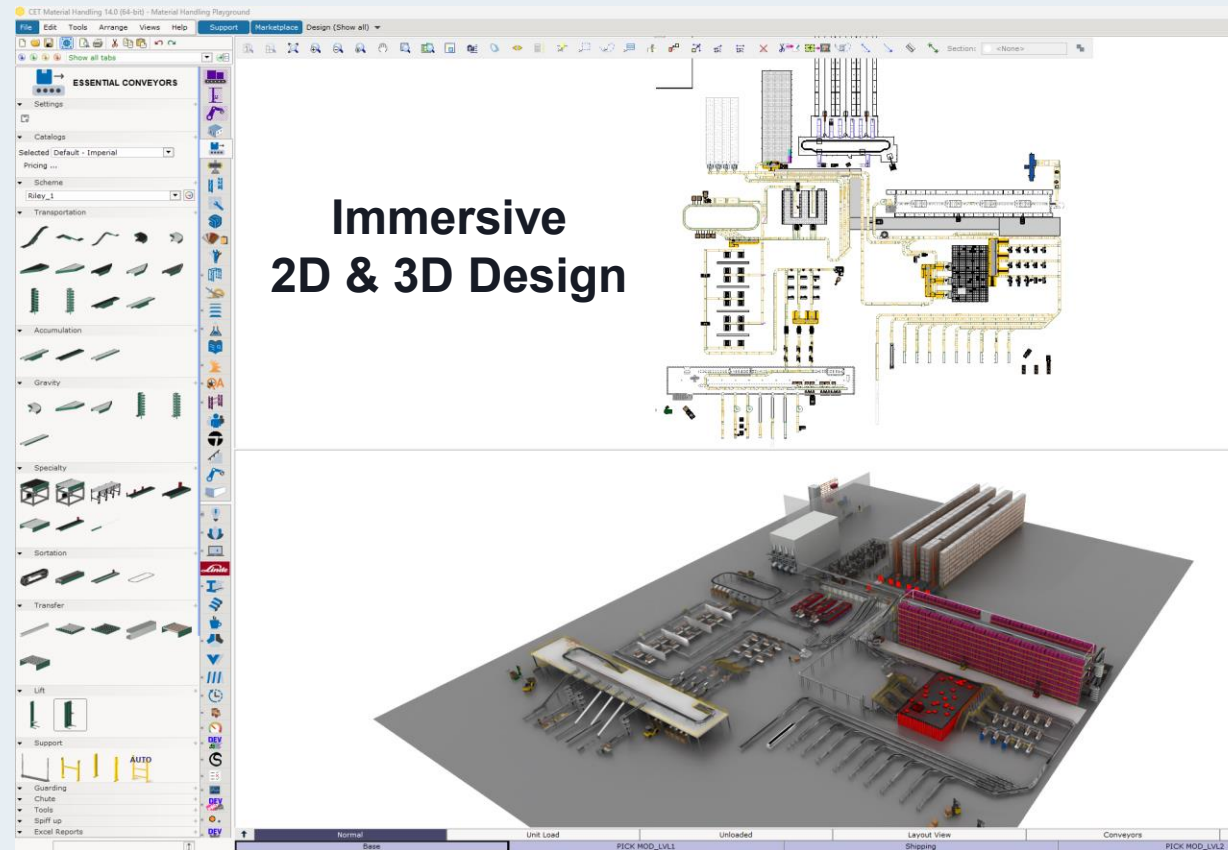
CET is Configura Extension Technology: Software that helps you design, specify, present, and order large-scale projects accurately and efficiently.



Our Vision

Our Vision is to be the world's **most intelligent platform** for designing sustainable, efficient and beautiful spaces

Extensions are added to the platform for libraries, manufacturers specific solutions or integrations.



Immersive 2D & 3D Design

BOM & Proposal

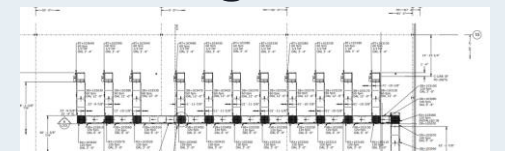
The screenshot shows a table with multiple columns, likely representing a Bill of Materials (BOM) and a proposal. The table has several rows of data, including item numbers, descriptions, and quantities. To the right of the table, there is a small graphic of a business proposal document.

Item	Description	Quantity	Unit	Price
1	CONCRETE LOW ELEVATION 20' (TYPICAL) TOP OF RAIL BED	1000	sq ft	1.50
2	10' WIDE RAIL BED (TYPICAL)	1000	sq ft	2.00
3	SAFETY PLACARD RAIL CONSTRUCTION, ENGLISH	1000	sq ft	0.50
4	SAFETY PLACARD RAIL CONSTRUCTION, SPANISH	1000	sq ft	0.50
5	SAFETY PLACARD RAIL CONSTRUCTION, FRENCH	1000	sq ft	0.50
6	SAFETY PLACARD RAIL CONSTRUCTION, GERMAN	1000	sq ft	0.50
7	SAFETY PLACARD RAIL CONSTRUCTION, ITALIAN	1000	sq ft	0.50
8	SAFETY PLACARD RAIL CONSTRUCTION, JAPANESE	1000	sq ft	0.50
9	SAFETY PLACARD RAIL CONSTRUCTION, KOREAN	1000	sq ft	0.50
10	SAFETY PLACARD RAIL CONSTRUCTION, PORTUGUESE	1000	sq ft	0.50
11	SAFETY PLACARD RAIL CONSTRUCTION, RUSSIAN	1000	sq ft	0.50
12	SAFETY PLACARD RAIL CONSTRUCTION, SWEDISH	1000	sq ft	0.50
13	SAFETY PLACARD RAIL CONSTRUCTION, SWISS	1000	sq ft	0.50
14	SAFETY PLACARD RAIL CONSTRUCTION, THAI	1000	sq ft	0.50
15	SAFETY PLACARD RAIL CONSTRUCTION, TURKISH	1000	sq ft	0.50
16	SAFETY PLACARD RAIL CONSTRUCTION, URBAN	1000	sq ft	0.50
17	SAFETY PLACARD RAIL CONSTRUCTION, VENEZUELAN	1000	sq ft	0.50
18	SAFETY PLACARD RAIL CONSTRUCTION, VIETNAMESE	1000	sq ft	0.50
19	SAFETY PLACARD RAIL CONSTRUCTION, YUGOSLAVIAN	1000	sq ft	0.50
20	SAFETY PLACARD RAIL CONSTRUCTION, ZEPHYRUS	1000	sq ft	0.50

Renders & Videos



Drawings & Docs





Reduce Costs:

- Automate common tasks
- Perform real-time feasibility checks
- Eliminate specification and order-entry errors
- Improve BOM accuracy at concept
- Increase sales team retention
- Decrease time to train new employees



Increase Revenues:

- Sell and propose faster and more easily
- Increase speed to market
- Improve customer service
- Access real-time product information



DESIGNERS

- Efficient design creation
- Close to zero design errors
- Apply full product potential



MANUFACTURERS

- Clean and accurate orders
- Parametric manufacturing
- Hide system complexity



SALES

- Reduced sales cycle length
- Better customer satisfaction
- Accurate offers and revisions



BUSINESSES

- Lower cost per design offer
- More efficient use of staff
- Clear customer communication

HOW DOES CET COMPARE?

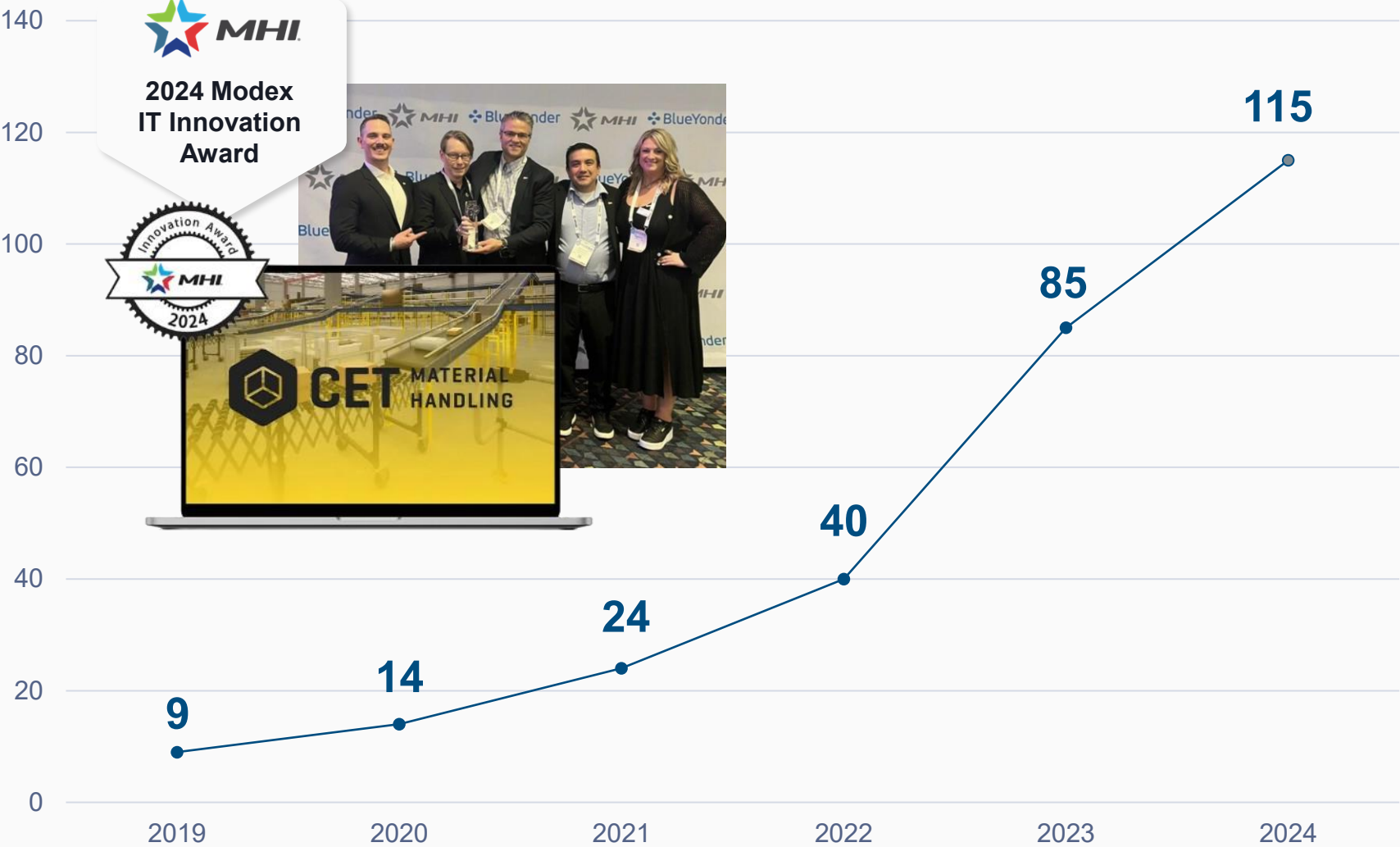
	 CET MATERIAL HANDLING	CPQ**	CAD**	Simulation**
Product configuration	✓	✓	✗	✗
Pricing	✓	✓	✗	✗
Complex system configuration	✓	✗	✗	✗
Photo-realistic visuals	✓	✗	✓	✗
Lay out solutions	✓	✗	✓	✓
3D graphical configuration	✓	✗	✗	✗
BOM export	✓	✓	✗	✗
Simulation	✗ [*]	✗	✗	✓

* Can integrate with simulation software

**Some features may be available with customization

CET MH ECOSYSTEM GROWTH

MH EcoSystem Companies





CET MATERIAL HANDLING


5.8k+

CET MH Users


18k+

CET Users


2023 PRODUCT RELEASES




CET ESSENTIALS




Conveyors




Deep Racking




Guarding



Pallet Racking



Cantilever Racking



Shelving

ASRS & Pallet Conveyor 15.0



Material Handling Library [BETA]







OUR MH ECOSYSTEM

TO NAME A FEW...

PGC EXTENSIONS



MH LIBRARY



INTEGRATORS / CONSULTANTS / END-USERS





By adopting Configura's CET platform, Dematic transformed its approach to material handling solutions, achieving significant improvements in efficiency, customer satisfaction, and operational agility. The partnership continues to drive innovation and collaboration within the industry.

 **DEMATIC**



**Engineering
time reduced
by 40%**



**Firm estimate
times reduced
by 30%**

- Partner since 2016
- 2,000+ users
- Global Implementation

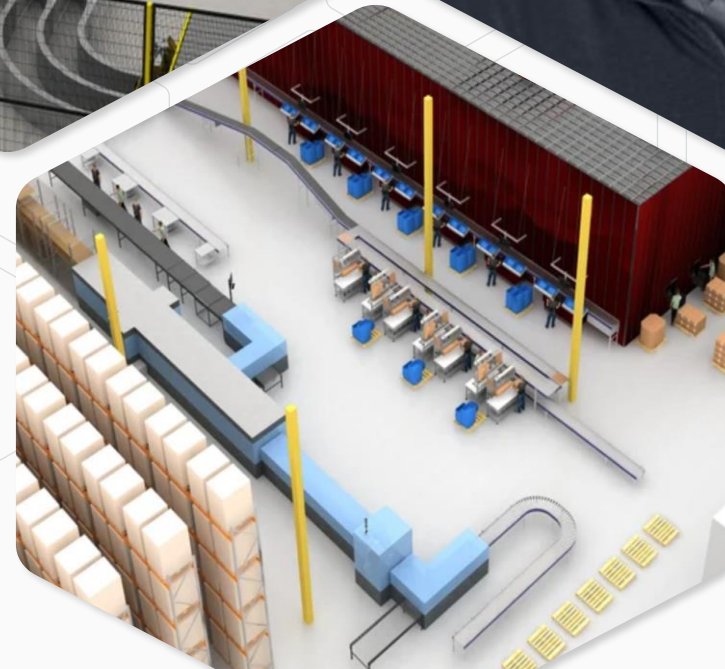
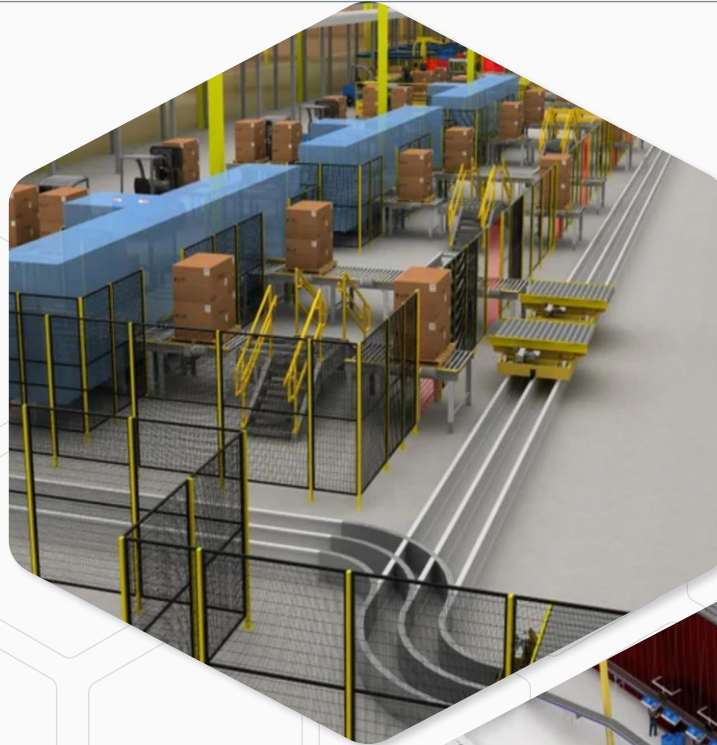
WHO USES CET?

BASTIAN

Bastian
SOLUTIONS
a TOYOTA ADVANCED LOGISTICS company

"It used to be a multi-person **week**-long effort to compile beautiful 3D renders for customers to see at the final stage, and now can be shown every step of the way in **minutes**—**Sales is going nuts over it.**"

Matt Haan, Consultant
Bastian Solutions



Demo Time!
CET & Speedrack!

BUYING A LICENSE

Limited time offer!

Purchase any ***NEW*** licenses for the next 7 days and receive 10% off!

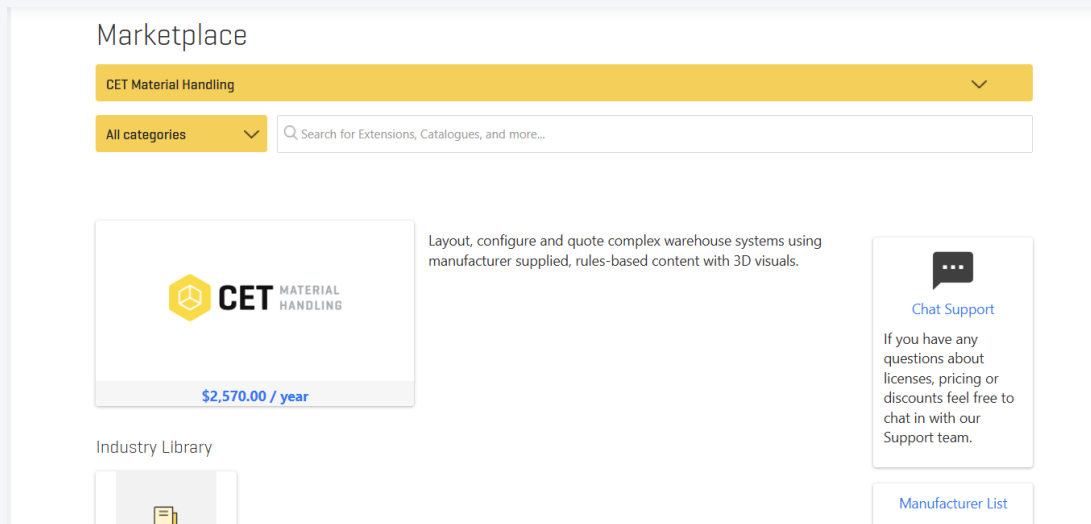
How?

Step 1: Sign-up with Liam today

Step 2: Create a MyConfigura Account

Step 3: Purchase License by XXX to receive 10% off

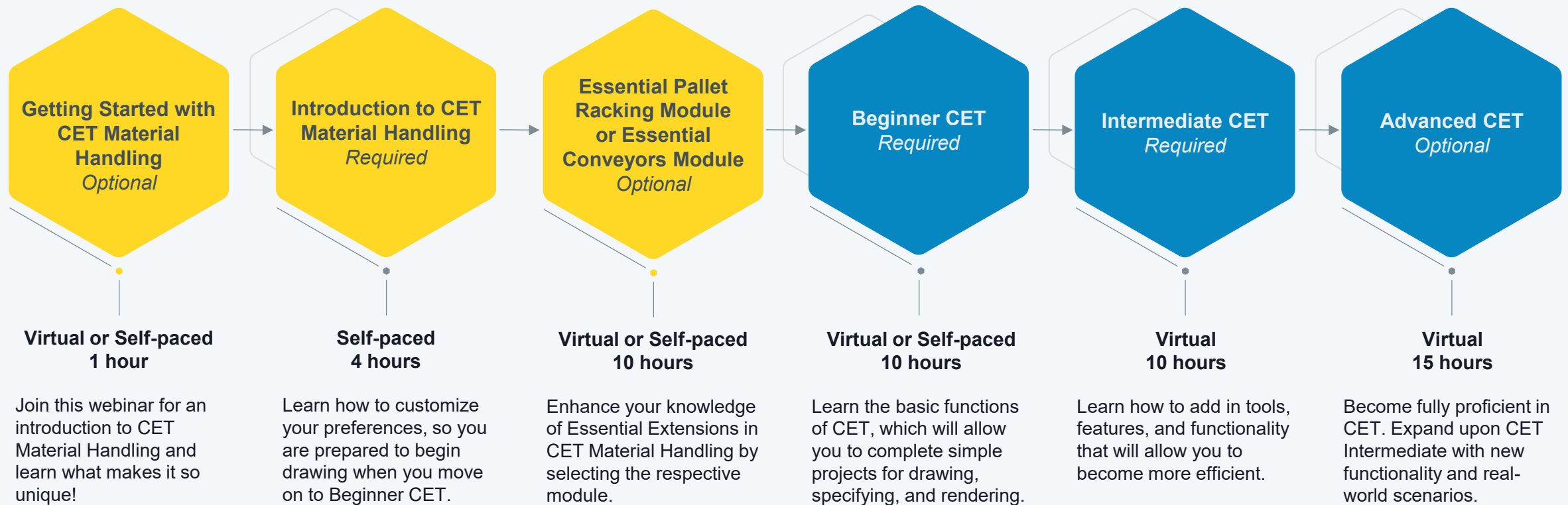
Step 4: Begin using CET & Speedrack's Extension!



Scan me to create a MyConfigura Account
& Purchase a license!

For Extension Owners and Development Team

- 5 participants
- \$2,500



EXPERIENCE

7-9 OCT 2025

ORLANDO, FLORIDA



BENEFITS OF ATTENDING

MH users can learn directly from industry peers on how they use CET – actual use cases!



Expand

Learn tips and tricks from CET experts in the Material Handling Industry.



Connect

Networking with other CET users across the Material Handling Industry.

Learn about the latest insights and innovations happening at Configura.



Inspire

Get direct connections with key Configurans and Leadership, building your CET network.



Connect

EXPERIENCE MH BREAKOUT SESSIONS

CET: Configura Extension Technology | MH: Material Handling | OEM: Original Equipment Manufacturer | AGV: Automated Guided Vehicle | AMR: Autonomous Mobile Robot

	MH Session 1	MH Session 2
WED 10/8 9:40-10:30	Making Her Mark in CET: Where Women Take the Floor Plan—From Cubicles to Conveyors Kelsey M, Brooke S, Nicky R, Meg S, Brooke L	Fast Concepts: Create your own Conveyor Catalogue Nic Marois & Johan Lindholm  
WED 10/8 10:55-11:45	Master System Design: A Panel of Experts    Jillian, Craig, Troy, Claire, Sarah Miebach 	Optimizing Storage vs. Throughput: Designing with Racking Daniel Rozycki and Greg Dunnebeck 
WED 10/8 2:25-3:15	Innovation in Motion: New CET Tools - BCD & XB Johan Lindholm & Magnus Carlgren, Matthew Green & Mark Hageman	  
WED 10/8 3:40-4:30	Smart Packaging, MH Library & Layout Optimization   Elizabeth Ogle & Packsize TBD	Essentials or OEM Extension: Which one is for you? Claire Konz & Tonya Breidenbach  
TH 815-900	Emagineering through the Past & Present: Dematic's Journey to build Maestro Extension Cody Thompson & Josh Alexander	
TH 925-1010	Deploy or Die Trying: The Code's Second Life - Chris Fleck	
TH 1035-1120	The Catalog Connection: Linking Taxonomy, Costing, and More Lance Danzy, Sowmya Jagarlamudi	
THUR 10/9 1:20-2:10	AGV, AMR or Conveyors: Which Technology to Integrate? Matt Haan 	Human-Centric MH System Design NTSU Professor Fabio Sgarbossa 
THUR 10/9 2:25-3:15	Elevate Your Warehouse: Seamless Mezzanine & Storage Design  Marko Vorpahl	Data Driven Layout Design Oscar Arietta 

October 7 – 9, 2025
Orlando, Florida

Event Registration

- Regular Ticket 2-Day Ticket \$950

Accommodations

- Caribe Royale Hotel
- \$259/night – Special Rate Pricing

<https://www.configura.com/experience>



Scan me to learn more & register!