KONGSKILDE SEKO

Curtarolo (PD), Italy
Agricultural and Industrial machinery

Achieving Synergy in Digitalizing Business Operations between TXT Industrial and Seko Kongskilde

TXT Industrial supports Seko Kongskilde in evolving order management and commercial configuration with the SmartCPQ solution, delivering speed, precision and efficiency to the network of 155 global distributors.

Project Details

Customer name:

Seko Kongskilde

Location:

Curtarolo (PD), Italy

Sector:

Agricultural and Industrial machinery / Manufacturing

Solution:

SmartCPQ

Output:

Digital commercial configurator integrated with ERP, CRM, and dynamic listings

Goal:

Timely replacement of the old CNH Industrial configurator and process digitization for 155 distributors

Seko Kongskilde Industries

Seko Kongskilde, a dynamic Paduan company controlled by the IBLA Capital fund, has recorded a significant growth step through the 2025 acquisition of the Kongskilde business unit from CNH Industrial. This operation generated the urgent and strategic need to equip itself with a new customized digital commercial configurator, replacing the previous IT system inherited from the CNH Industrial group as a dowry in Kongskilde.

The Technological Solution

SmartCPQ, developed by TXT Industrial as part of the SmartConnext ecosystem, integrates with ERP, CRM, and dynamic price lists, digitalizing the quoting process for agricultural and industrial machinery according to lean manufacturing principles.

Approach:
Developed and delivered in just two months and launched in mid-January 2025, the custom-built configurator (SmartCPQ) enabled 155 distributors (55 Kongskilde and 100 Seko) to operate at full capacity.

Flexibility:
Thanks to its flexible architecture, Seko Industries aims to extend the platform to its entire branded product range, with dedicated language localizations for its international sales force.

Operations and Support Optimization:
The partnership will continue with an evaluation of MRP systems to optimize operations, delivery, service, and customer support workflows.

TXTINDUSTRIAL

Year of completion 2026
industrial@txtgroup.com

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"This project demonstrates how innovation can be fast and effective when working in full synergy with the customer. We have transformed an urgent need into a growth opportunity, providing Seko Kongskilde with a flexible and scalable digital tool ready to support their expansion strategy. Our approach has not only replaced a system, but has laid the foundation for a platform capable of evolving over time, seamlessly integrating with future market needs."

Luigi Salerno,
Sales Director | TXT Industrial

155

OPERATING DISTRIBUTORS
55 Kongskilde brand and
100 Seko brand active
from April 2026

30%

ESTIMATED SAVING
Reduction of operating costs and configuration time offered

Smart CPQ

THE SOLUTION

Key Achievements

The implementation of SmartCPQ (part of the SmartConnext ecosystem) allowed Seko Kongkilde to:

Efficiency and Operational Speed:

Faster, safer and fail-safe order management, ensuring a commercial offer perfectly consistent with the technical characteristics of agricultural and industrial machinery.

Waste Elimination (Lean & Green):

Integral digitalization of the budgeting process, eliminating paper management and integrating dynamic price lists with ERP and CRM from a circular economy perspective.

Business Continuity Without Interruptions:

Reconfiguration of the existing business model carried out in just 60 days, ensuring the global sales network is fully operational from the start of the business season.

"To make the most of new technologies, it is crucial to have full confidence in your data, which must correspond to your actual business configuration. At TXT Industrial, we have found a partner capable of supporting us with great care, identifying with our needs and allowing us to create a solution tailored to us, in record time."

Seko Kongskilde

TXT INDUSTRIAL

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