



FPX Acquires Fluid Handling Equipment Industry Innovator, Intelliquip *B2B Selling Cloud vendor deepens vertical expertise and furthers leadership in SaaS-based selling solutions for manufacturers*

MINNEAPOLIS, Minn. (Dec 3, 2019) - [FPX](#), the B2B Selling Cloud for teams selling configurable offerings in an omnichannel world, announced today that it has acquired [Intelliquip](#), a global leader in front-end sales CPQ software built for the fluid handling equipment industry. Through the acquisition, FPX broadens its existing lineup of purpose-built solutions that simplify the selling of complex manufactured goods.

“Generic ‘one size fits all’ CPQ solutions fail to address vertical-specific selling requirements. This reality is at its worst in manufacturing, where business model differences demand nuanced requirements across its sub-segments,” said Richard Hearn, CEO of FPX. “A purpose-built B2B selling solution with entrenched domain expertise has empirically demonstrable payoff – increased profitable growth, accelerated sales cycles, and improved customer experiences across all buying channels.”

Hearn added: “Intelliquip is a best-in-class solution provider for fluid handling equipment manufacturers. Just as important, we share tremendous synergies. Our firms began working together nearly twenty years ago when Intelliquip chose FPX as its CPQ technology foundation. We are thrilled to welcome our new colleagues and their deep domain expertise to the FPX team.”

Together, FPX and Intelliquip will foster even greater innovation and new products while also ensuring strong technical support and upgrades to current and future clients.

“Dave Brockway, Dave Tress, and I started Intelliquip nearly twenty years ago, building from decades of combined experience automating the front-end sales process of pumping systems manufacturers,” said Tryg Dahl PhD, P.E., who is now FPX’s VP and GM of Fluid Handling Solutions. “Joining FPX seems a natural and exciting next step in our evolution, allowing us to work more closely with our underlying technology platform and with an organization we’ve long respected for its technology leadership and ability to simplify the complex when it comes to manufacturing selling automation.”

“The acquisition of Intelliquip continues to advance FPX’s successful strategy of delivering specialized B2B Selling Cloud solutions to manufacturing sub-segments,” said Farouk Hussein, Principal of HGGC, which acquired FPX in 2016. “We are excited about this transaction and to continue supporting FPX’s organic and inorganic growth trajectory.”

This acquisition strengthens FPX’s Global presence by adding more than 70 customers worldwide and a go-to-market strategy that is deeply templated, specialized and prescriptive to drive fast adoption for current and prospective FPX customers.

For more information regarding FPX and its manufacturing sub-segment selling solutions, visit www.fpx.com.

About FPX

FPX is the B2B Selling Cloud for teams selling configurable offerings in an omnichannel world. Built upon more than three decades of domain experience, FPX selling solutions are purpose-built for manufacturers with specialized, vertical-specific selling requirements. FPX CPQ



solutions turn quoting into a collaborative team process and simplify product and pricing complexity – increasing profitable growth, accelerating sales cycles, and improving customer experience across all buying channels. For more information on how FPX helps manufacturers sell faster, sell more, and sell more profitably, visit <https://www.fpx.com>.

About Intelliquip

Founded in 2000, Intelliquip applies more than 120+ years of industry knowledge to designing and refining the most intuitive, powerful and rapid software solutions for manufacturers of highly engineered fluid handling equipment. The firm, based in Bethlehem, Pennsylvania, deploys its front-end software solutions for manufacturers of pumps, valves, blowers, exchangers, compressors, chillers, actuators, filters, couplings, expanders, fans and gears across the globe. For more information, visit <https://www.intelliquip.com>

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