

## Fueling Aftermarket Growth: The Role of Interactive Parts Manuals



Picture this: You're a service technician in a rush to secure critical parts for a piece of machinery. In the past, this meant flipping through hefty physical parts catalogs or making time-consuming calls to identify and order the right component. But times are changing, and so are the expectations of customers in the manufacturing industry.

**Today, the shift towards digital solutions is undeniable.**

[Learn More](#)

## New Customer Announcement

### Patterson Equipment Company is Implementing GenAlpha's Equip360 Digital Platform

Patterson Equipment leads in sewer and utility gear, excelling as the top Super Products and Subsite dealer in North America. The introduction of Equip360's eCommerce module signals a bold leap in Patterson's commitment to enhancing customer satisfaction and experience.

[Learn More](#)

## Recent LinkedIn Live



### Women in ERP

December 2023 Episode

In the final Women in ERP episode of 2023, Kris Harrington (GenAlpha CEO) emphasizes the often-underestimated time and resources required for ERP projects and integrations. Both guests reflect on the challenges of ERP implementation and the importance of having key internal team members involved.

[Learn More](#)

## Industry Related Articles

### What Has 2023 Taught Us About Manufacturing Processes? Recap and Future Outlook

Another year is drawing to a close and the manufacturing industry is closer than ever to maximizing its investments in digital transformation. 2023 has seen a lot of technological advancement, and improvement of sustainability metrics. [Learn more.](#)

### The Top Warehouse Trends for 2024

Get ready for the cloud-based, automated, integrated, strategically-located, state-of-the-art warehouse. The global warehouse management market size was valued at \$3.4 billion in 2022, and is expected to expand at a compound annual growth rate of 19 percent from 2023 to 2030. [Learn more.](#)

### Younger B2B Buyers Accelerate Demands for More Digital Commerce

A Digital Commerce 360 and Forrester survey shows that younger B2B buyers predominantly comprise the teams doing the corporate buying of goods and services for their respective organizations. [Learn more.](#)

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