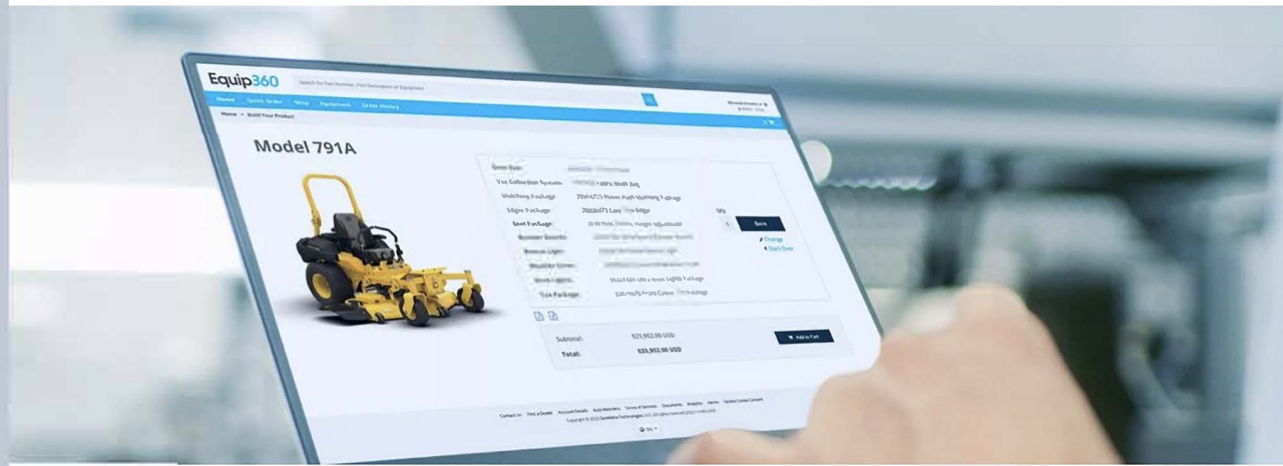


Unsure how digital sales will work for your unique products or equipment?

No matter what type of products or equipment you sell, if you can provide a convenient and informative online buying experience for your B2B customers, you will be their go-to supplier.

While that might be stating the obvious, what's not obvious is how to get started. You also may be wondering about how to integrate your ERP system, how can you ensure that customers are getting the right parts, and many more important questions. Head to our frequently asked questions page to find the answers to those questions and much more.

[Learn More](#)


5 Ways Product Configurators can Transform Sales for Manufacturers

Creating a way for customers to configure equipment quickly has become critical for online success. That's where product configurators come in. Customers and distribution partners can configure equipment to meet specific performance requirements, and have access to the price and availability of different equipment configurations in real-time.

[Learn 5 ways product configurators add value for both manufacturers and their customers.](#)



Why OEMs Can't Wait any Longer to get into eCommerce

Being online is becoming increasingly competitive for OEMs, and those that started early have a head start, but it's not too late for those who haven't. The longer you wait the harder it will be to break through the noise.

[We're going to lay out why manufacturers can no longer wait to get into eCommerce.](#)

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Manufacturers Grew B2B eCommerce Sales Faster Than Any Other Channel

Manufacturers grew their combined digital sales by 12.9% to \$4.104 trillion in 2021 from \$3.634 trillion in 2020, according to data and analysis contained in the 2022 Manufacturing Report from Digital Commerce 360. But the fastest-growing channel remains B2B eCommerce. **[Read more >](#)**

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Though offline purchasing remains a popular choice for customers, digital buying is here to stay, too. Customers prefer a mixture of in-store and digital buying options in the upcoming years. This means that melding physical and online purchasing experiences is critical to finding success in the post-pandemic era. **[Read more >](#)**

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May 2022

This episode covers the most important thing that makes a good ERP system, automating and streamlining the manufacturing and distribution process, key items to focus on after the ERP system is fully implemented, and much more!

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Catch the next episode on June 7, 2022 at 12PM CDT. **[Register here.](#)**

Thoughts from our VP of Customer Success & Product 🌸

Q: Why is customer experience so important for manufacturers?

A: "Customer experience drives the purchase decision. It is more important than price, or brand."

- Annabel Briquet, VP of Customer Success & Product


[Ready for a demo?](#)

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