

Crafting a Strong Business Case for eCommerce: What Manufacturers Need to Know



In today's digital age, eCommerce has become an essential tool for businesses across industries. For OEMs in the manufacturing sector, implementing eCommerce presents a multitude of benefits.

This blog post aims to guide OEMs on how to write a persuasive business case for integrating eCommerce into their operations. Specifically, we will explore how digital self-service tools, such as eCommerce platforms, can significantly reduce administrative burdens and drive business growth.

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Guest Blog Post



Why Every OEM Needs an On-Call SWAT Team

Written by: Sam Klaidman, Founder and Principal Advisor of Middlesex Consulting

How different would things be if you had a cross-functional team of problem-solving experts ready and willing to attack the complex issues that arise in any part of the business? Instead of you feeling like a fireman running around putting out fires, the team would come to you with one or two viable alternatives, and you would select one and have it implemented.

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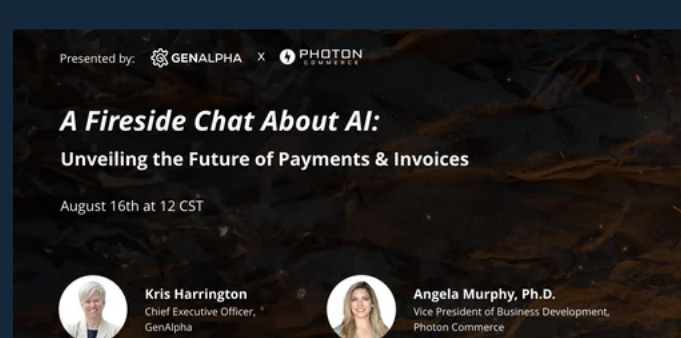
Upcoming 📢



Digital Sales Growth Jam Session

In the past few years, eCommerce has become mission-critical, and we will explain how manufacturers can ensure they're maximizing this part of their business.

Join [Curt Anderson](#), [Nancy O'Leary](#), [Christopher Carson](#), and GenAlpha's [Kris Harrington](#) for a vibrant Jam Session on stepping up your Digital Sales Growth Strategies on Jul 25, 2023 11:00 AM.

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A Fireside Chat About AI: Unveiling the Future of Payments & Invoices

Are you curious about the remarkable advancements in AI technology and how they can revolutionize financial business processes?

Join us on August 16th at 12 CST for a compelling webinar that dives into the fascinating world of Artificial Intelligence and its transformative potential for payments and invoices.

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Research shows that younger buyers bring those behaviors and attitudes to B2B buying, and more likely to use digital and self-serve transaction channels than their older counterparts. [Read on to learn how.](#)

The Stark Digital Gap Between B2B's Older and Younger Buyers

Research shows that younger buyers bring those behaviors and attitudes to B2B buying, and more likely to use digital and self-serve transaction channels than their older counterparts. [Read on to learn how.](#)

Create More High-Performing Distributors by Reducing Friction

The right technology can help manufacturers overcome B2B and D2C sales obstacles and find success. [Read on to learn how.](#)



⚡ Partner Spotlight : Photon Commerce

Photon Commerce's financial AI platform empowers fintech leaders to instantly process B2B payments, invoices, statements, contracts, and any other document and super-human speed and accuracy. Photon's intelligent platform understands and harmonizes data, down to even line-item purchase analytics and prediction.

Visit www.photoncommerce.com to learn more about how Photon enables teams to streamline invoicing, share intelligence, and achieve end-to-end visibility over customer data down to the SKU level.

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