

## How Can I Simplify the Order Process for Technical Products?



For OEM and aftermarket parts organizations, simplifying the ordering process for technical products is crucial to meet dealer and customer expectations. By leveraging eCommerce platforms and Interactive Parts Manuals tools, customers gain access to advanced search capabilities, such as VIN, Serial Number, or Model-specific searches, resulting in a personalized and confident parts ordering experience.

In this blog post, we will explore how these powerful tools, along with integration to the ERP system, transform the ordering process.

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### Recent Podcast



#### B2B eCommerce for the Automotive OEM & Heavy Equipment Industries

GenAlpha's CEO, Kris Harrington appeared on a recent episode of The eCommerce Edge Podcast with Jason Greenwood. In this episode, Jason & Kris discuss the importance of industry-specific B2B eCommerce platforms and functionality and how GenAlpha uniquely services the Automotive & Heavy Equipment verticals.

[Listen to the Full Podcast](#)

### Industry Related Articles

#### B2B Buyers Prefer Manufacturers' eCommerce Sites

B2B buyers plan to increase online spending this year — and they prefer manufacturers' ecommerce sites, a new study from Digital Commerce 360 and Forrester Research finds. [Read more.](#)

#### Making Service an Integral Part of Your Business

For years, the B2B business model has focused on efficiency, reliability, and sales. This is a powerful focus, but recently customers have been wanting more. The most successful B2B companies are willing to give it to them. [Read more.](#)

#### Digitalisation: How is it Revolutionising the Manufacturing Industry?

By leveraging digital technologies and tools, manufacturers can gain a competitive advantage by enhancing operational efficiency, improving customer satisfaction and enabling innovation. [Read more.](#)



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Read the [blog post](#) about GenAlpha's and Optessa's new partnership.

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