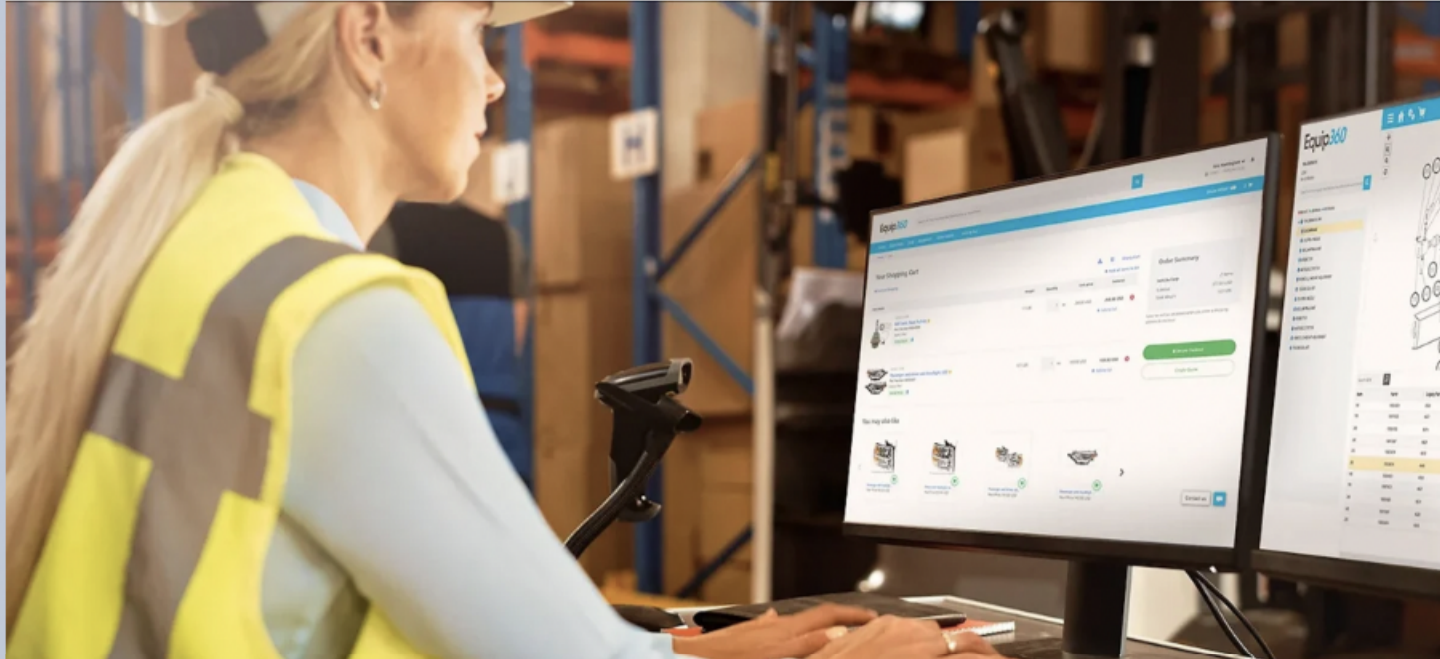


March 2024 Newsletter



How Long Does it Take to Launch an eCommerce Site?

So, you've got a vision for your eCommerce site—a digital storefront that showcases your top-of-the-line equipment and parts, ready to serve your customers 24/7. But, as with any big endeavor, the question arises: "From start to finish, how long does it take to launch an eCommerce site?"

Discover 3 scenarios that determine the length of an eCommerce launch for equipment and parts organizations.

[Learn More](#)

New Customer Announcement 🇺🇸

Overhead Door Corporation has Implemented GenAlpha's Equip360 Digital Platform

We are excited to announce that Overhead Door Corporation, one of the most recognized names in the garage door industry, has successfully implemented GenAlpha Technologies' Equip360 digital platform! With this launch, they aim to give their distributors an enhanced digital purchasing experience and increased support.



[Learn More](#)



We'll be at the AEM Product Safety and Stewardship Conference!

This is the only yearly conference in the industry where heavy equipment manufacturers, value chain partners, and subject matter experts come together to engage in a unique educational opportunity.

It's a great chance to gain insights into today's compliance environment and the opportunity to network with industry peers. We hope to see you there in April!

[Learn More](#)

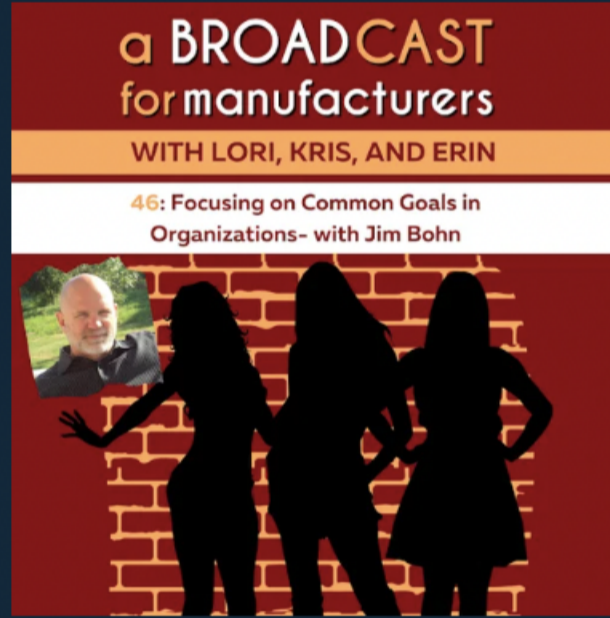
Recent Episode

Focusing on Common Goals in Organizations - With Jim Bohn

A BROADCAST for Manufacturers Episode 46

Jim is a change management expert who helps businesses overcome challenges and improve productivity. Explore topics how to bridge the generational gap in manufacturing, the best ways to manage change, and much more.

[Learn More](#)



Industry Related Articles

Manufacturers are Investing More in Customer Portals

Many manufacturers see a big opportunity to grow their customer base by upselling and creating digital services in the aftermarket. Customer portals provide a platform to do that and maximize digital value. [Learn more.](#)

Why Women Are Key to Manufacturing's Future

The manufacturing industry has been facing a global talent shortage, but there's one talent pool waiting to be discovered—women. Attracting more starts with changing the perception and highlighting role models. [Learn more.](#)

6 Trends Shaping Manufacturing in 2024

The digital shift and drive for competitive efficiency are leading to an increase in technology investments. Six trends at the forefront of this investment will likely shape the future of the industry. [Learn more.](#)

[Ready to schedule a demo?](#)

Share our newsletter with your colleagues and follow us on LinkedIn!

