

Why Manufacturers Can't Ignore Digital Tools in 2024



In order to remain competitive as the business landscape continues to evolve, it's absolutely necessary for manufacturers to keep up.

Including digital tools in your strategy for 2024 is a crucial step toward securing future success. It's not an option, but a necessity if you want to stay ahead of the game.

Explore the reasons why incorporating digital tools is so critical for your future manufacturing success.

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Partnership News



We Have a New Partner!

GenAlpha Technologies and Bubo.ai have entered into a strategic partnership. Through a combination of business experience, advanced AI technology, and data-driven insights, Bubo.ai helps companies to maximize profits.

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Guest Blog Post



Conquering the B2B eCommerce Challenges of Last Mile Purchasing

Written by: GenAlpha Partner, TradeCentric

Most of us know the phrase “last mile logistics” and the B2B eCommerce challenges associated with getting goods onto consumers’ doorsteps. That last mile is typically the most costly and complicated step in delivering eCommerce purchases to consumers.

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Industry Related Articles

Dynamic Pricing in B2B: Challenge or Opportunity?

As B2B sellers, we don’t want to make our clients as upset as this example might make you, but there is still lots of space for dynamic pricing to pop up in our operations. [Learn more.](#)

The Difference Between Up-Selling and Cross-Selling

Have you ever wondered what the difference between upselling and cross-selling is? Upselling drives more value for customers, while cross-selling enables customers to achieve new value. [Learn more.](#)

US Manufacturing Sales are Flat; B2B eCommerce Remains Priority

U.S. manufacturing and total business-to-business sales flatlined in the first six months of the year. B2B ecommerce remains an accelerated priority. [Learn more.](#)

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⚡ Partner Spotlight : ***Mackay & Company***

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The company’s primary focus has been delivering market analysis of components, distribution channels and market trends for both original equipment and the aftermarket in all three respective markets. Visit www.mackayco.com to learn more.

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