



## How Manufacturers and Distributors Can Win in 2026 With Digital Self-Service

B2B buyers aren't waiting around—they want to research, compare, and buy on their own terms. If you're still relying on emails and phone calls to close sales, you're already behind. This blog covers what manufacturers and distributors need to do now to win in 2026.

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### Industry Articles

- How Aftermarket Providers Can Meet Customer Expectations  [Read more](#)
- Why Product Content Optimization Is the Linchpin in Manufacturer–Distributor Relationships  [Read more](#)
- 5 Ways Software Helps Manufacturers Win More Business  [Read more](#)



### It's Budget Season – Don't forget these 5 items when budgeting for eCommerce in 2026!

As you map out your 2026 eCommerce budget, don't miss these five critical, but often overlooked, line items that could make or break your digital success. Curious which ones demand your attention first?

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### Understanding Service Lifecycle Management for Equipment Manufacturers

Want to see how equipment makers can go from reactive fixes to predictive, proactive service? Our new blog breaks down service lifecycle management. What it is, why it matters, and how to make it work in your operations.

[Learn More](#)[Ready to schedule a demo?](#)

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