



GENALPHA
Your Trusted Digital Partner

CELEBRATING
15 YEARS OF
AFTERMARKET
EXCELLENCE



Your Parts Data Is an Asset. Are You Treating It Like One?

Your team improved product descriptions, added images, and organized categories for the eCommerce launch. Then new part numbers kept arriving.

Were those new items held to the same standard?

If the process for creating and updating parts never changed, the information gaps your team worked so hard to close may already be returning.

For manufacturers and distributors, this is easy to overlook. Product data receives attention during implementation because it has a team, a schedule, and a deadline. Once the site is live, attention shifts to orders, adoption, and sales.

But the parts business keeps changing. Maintaining the information customers and employees rely on needs to become part of everyday work.

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Industry Articles

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Improve Quoting Accuracy with the GenAlpha Configurator

With a wide range of equipment options, Degelman wanted to make configuring and quoting products easier for its dealer network. Its work with GenAlpha shows how guiding dealers through compatible selections can support more accurate quotes and a better buying experience.

[Learn More](#)

Ready to schedule a demo?

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