



# A Strategic Guide for Aftersales Managers

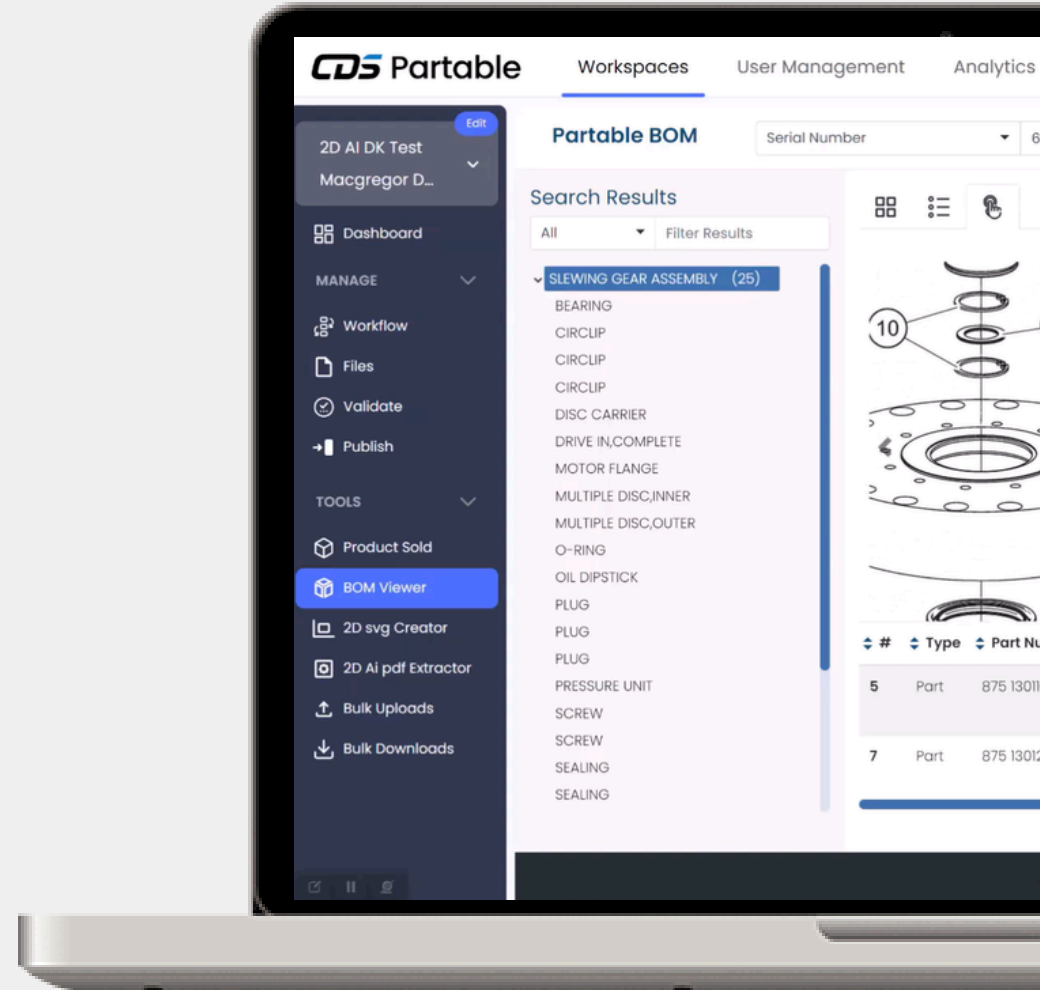
How to Defend your Install Base  
from Competitive Encroachment &  
Third-Party Resellers



The aftermarket has become a battleground. OEMs either protect long-term customer value or watch it erode as third-party resellers exploit convenience gaps, slow digital transformation, and fragmented support.

Yet the OEM advantage remains unmatched because you own engineering data, product expertise, and trusted customer relationships.

For aftersales managers, **the real challenge is turning those strengths into differentiated customer value before resellers can step in.**



# Defending your install base from competitive encroachment and third-party resellers begins with:

## 1 Strengthening your digital parts experience

Third-party resellers win when finding, confirming, and ordering genuine parts from the OEM is harder than ordering from a competitor or reseller.

OEMs can flip this dynamic by making the digital parts experience radically easier through:



### Visual, intuitive part search

Use interactive 2D/3D diagrams so customers can self-identify components in seconds —no manual digging or guesswork



### Serial-number lookup

Provide configuration-specific parts that limit errors and build confidence



### AI-enabled image recognition

Let technicians take a photo and immediately identify the right part



### Frictionless checkout and account history

Reduce order friction with saved carts, quick re-orders, and personalized recommendations

**Impact:** Reduces abandoned carts, eliminates mis-orders, and makes the OEM the path of least resistance

## Defending your install base from competitive encroachment and third-party resellers begins with:

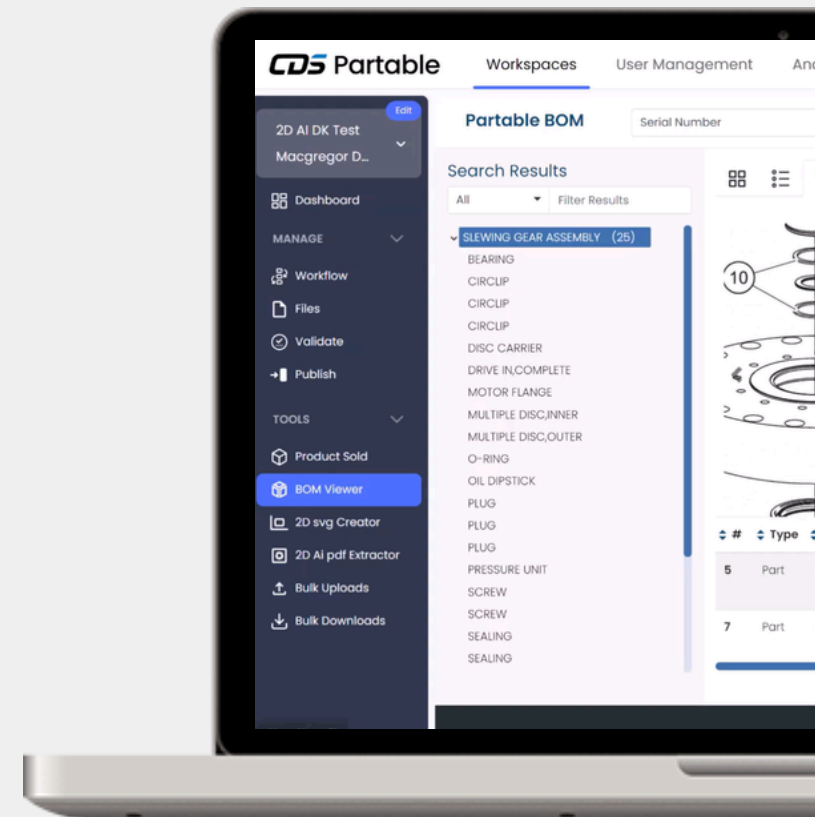
### 2 Use OEM data superiority as a competitive advantage

Third-party sellers often cannot match the depth, accuracy, or timeliness of OEM data.

Use this advantage to create defensible differentiation:

- Rich product metadata (dimensions, compatibility, materials)
- Updated installation and troubleshooting documentation
- Compatibility matrices that only the OEM can provide
- Real-time availability, pricing, and lead times

**Impact:** Makes your store the most trustworthy source of truth —something resellers can't replicate.



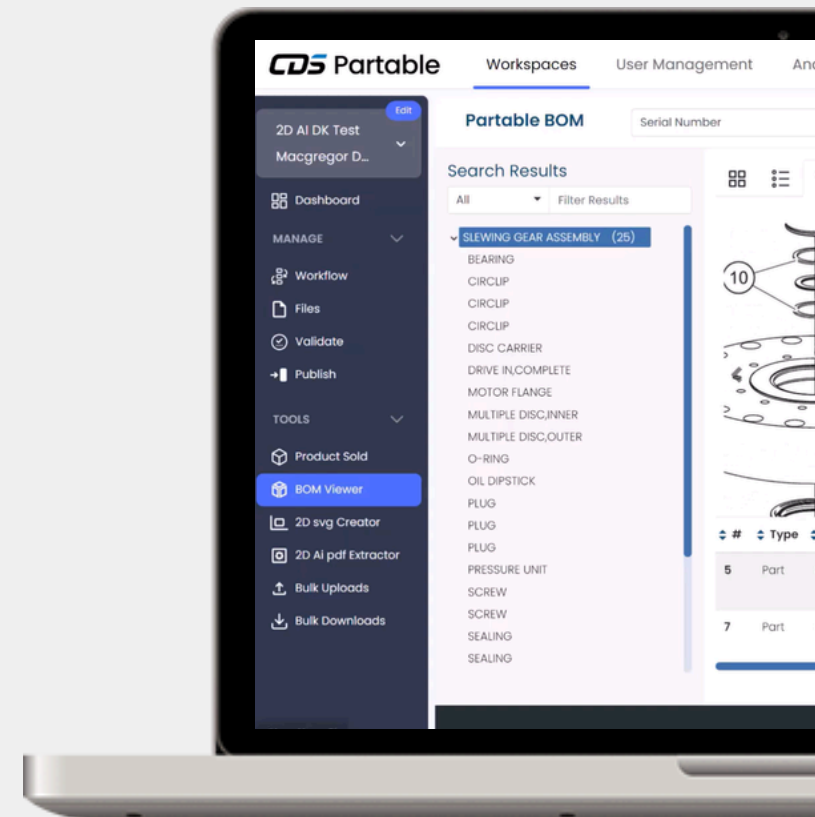
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### 3 Equipping dealers and distributors with better tools

Your dealer network is an extension of your OEM brand and is often the first line of defense against third-party encroachment. Give your dealer network:

- Modern digital parts catalogs
- Co-branded service portals
- Training on your aftermarket value proposition
- Incentives to promote genuine OEM parts over alternatives

**Impact:** Strengthens channel loyalty and reduces leakage to competitors



## Defending your install base from competitive encroachment and third-party resellers begins with:

### 4 Market the Risk of Non-Genuine Parts—But Do It Credibly

Customers often underestimate the cost of using non-genuine components.

Use data-driven messaging:

- Impacts on warranty
- Reduction in equipment lifespan
- Higher failure rates
- Increased safety risks
- Longer downtime

**Impact:** Moves the conversation from price to performance and risk avoidance



# Defending your install base from competitive encroachment and third-party resellers begins with:

## 5 Turn Customer Support into a Competitive Moat

Third-party resellers rarely offer meaningful support.

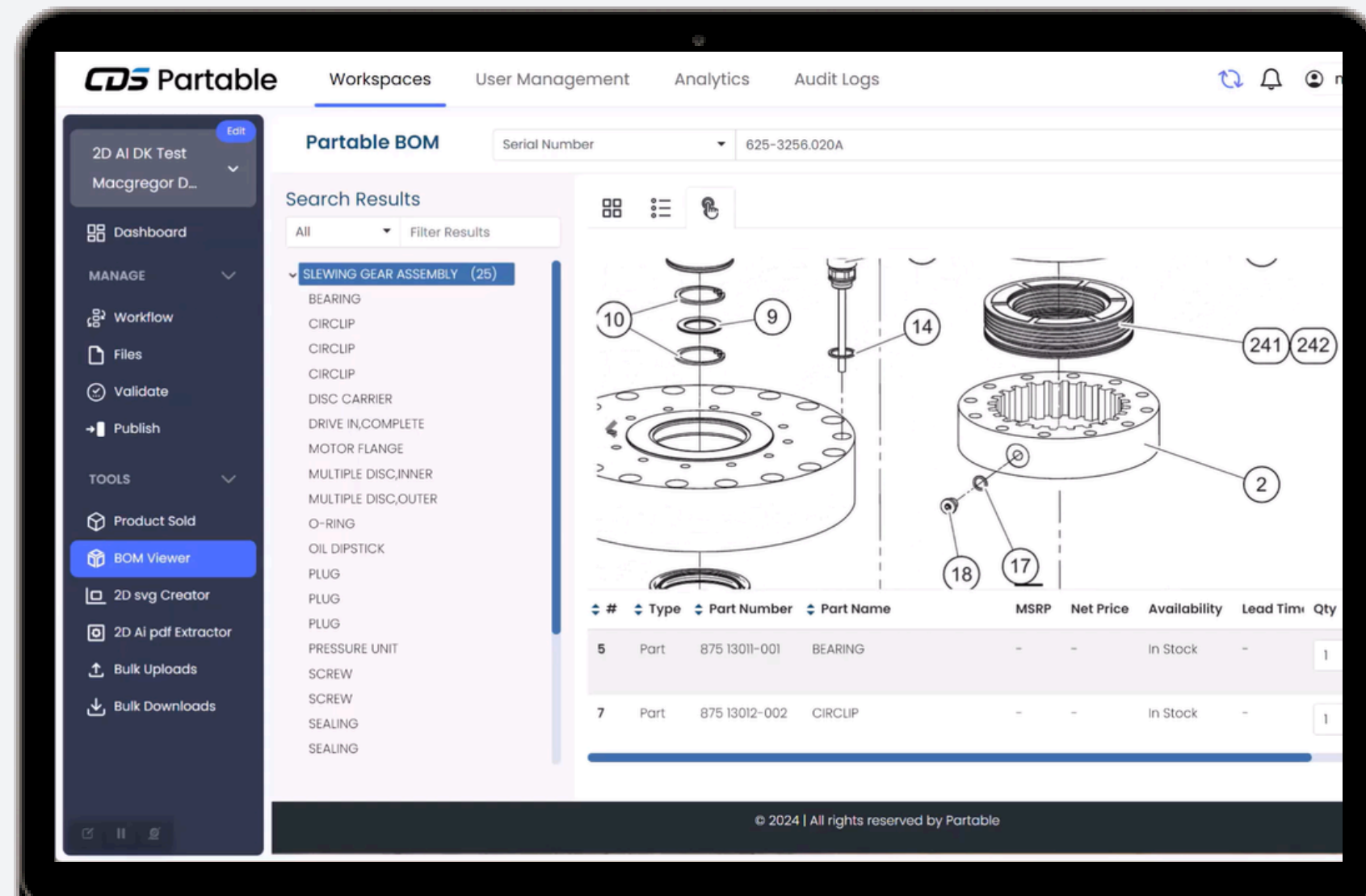
OEMs should differentiate on:

- 24/7 support access via service portals (chat, phone, knowledge base)
- Guided troubleshooting
- Integrated parts identification workflows

**Impact:** Customers realize that buying from the OEM is not just a transaction; it's an ongoing partnership.



# The OEM Advantage Is Real—Now Operationalize It



When OEMs modernize parts search, unify their support ecosystem, enable dealers, and deliver a seamless service experience, they create a competitive position that resellers simply can't match.

The aftermarket is no longer just a revenue stream—it's a strategic engine for growth, customer loyalty, and market share protection.

**Aftersales managers are uniquely positioned to lead this transformation.**