



## CLIENT

A Leading Global Industrial Equipment Manufacturer of Materials Processing Machinery, Waste & Recycling Solution.

## CHALLENGE

Streamlining a slow, error-prone manual aftermarket order process for dealers and their customers to minimize equipment downtime and revenue loss.

## SOLUTION

CDS Partable for integrated self-service replacement part search, selection and ordering including 2D exploded view images with hotspots and interactive 3D models.

## RESULT

A 900% increase in online self-service orders and close to 700% increase in ecommerce revenue. An increase in customer and dealer satisfaction. Overall, more efficient commerce operations.

**We're looking more closely at patterns from our customers and how they order. Being able to provide our dealers with recommended stocking lists based on the latest historical Order data helps them improve their fulfillment capabilities and keep customers' equipment running.**

**Global VP of Sales, Product Management & Marketing**  
Global Industrial Equipment Manufacturer

## CASE STUDY

# A Leading Global Industrial Equipment Manufacturer of Materials Processing Machinery, Waste & Recycling Solution Increases Self-Service Spare Parts Orders by 900%

## THE CUSTOMER

### A Leading Global Industrial Equipment Manufacturer of Materials Processing Machinery, Waste & Recycling Solution

The global industrial equipment manufacturer of materials processing machinery, waste and recycling solutions is the world's premier manufacturer of ultra-durable, highly productive mobile refuse collection vehicles. It is also the industry's leading provider of collection solutions that help customers achieve long equipment life and the lowest total cost of ownership. This industrial equipment manufacturer also serves large enterprise customers like Waste Management and Republic Services directly, as well as approximately one hundred smaller customers in the waste management and recycling business through its dealer network.

## THE CHALLENGE

### Customer Struggling to Purchase Replacement Parts Online

The global industrial equipment manufacturer's success is measured by its customers' ability to keep their waste management and recycling equipment in service. Ensuring ready access and availability of replacement parts is essential.

**"The faster we can get them the right part, and the easier we can make that process better," said Global VP of Sales, Product Management & Marketing.**

The global equipment manufacturer's customers, dealers, and technicians are typically very familiar with their equipment; however, it can be challenging to identify specific product names and part numbers in the global equipment manufacturer's online catalogs and website. As a result, it was seeing a lot of inbound calls to source parts and place orders, which could have been processed much faster and more efficiently online. The global equipment manufacturer's sales and service staff were happy to speak with customers, but their time was better spent troubleshooting, dealing with exceptions, and reaching out to new prospects. The process also delayed order deliveries, created order errors, and extended equipment downtime.

The company also wanted to provide its dealers with more visibility into customer ordering trends so that they could inventory the right replacement parts to ensure ready access for preventive maintenance.

To overcome these challenges, the global equipment manufacturer needed a more integrated and digital replacement parts ordering capability.

# CDS PARTABLE FOR SPARE PARTS SEARCH

## Key capabilities:

### Simplified catalog management:

Streamlined setup and management of replacement part search for the global equipment manufacturer's staff, ensuring shoppers can quickly find and purchase the correct parts on their own.

### 2D & 3D visual search:

Complete product visualization with exploded view images with hotspots, interactive 3D with part selection, and BOM navigation for 3D models.

### Specialized searches:

Including serial number, product version, order-based search and more.

### Integration with existing ERP and commerce management systems:

API-based integration for callback operations and data transfer with customer back-office systems.



a **DOVER** company

CDS Visual enables manufacturers to drive business value by unlocking their CAD assets. Its cloud-based visualization solutions, trusted by the world's biggest industrial suppliers, revolutionize their commerce, configure price quote (CPQ), and training initiatives. With an extensive offering of 3D visualization solutions, CDS uniquely re-purposes existing CAD assets to deliver impactful solutions for 3D configuration, aftermarket part search, 3D work instructions, and enhanced digital content. Visit us at [www.cdsvisual.com](http://www.cdsvisual.com) and follow us on LinkedIn for more information.

## THE SOLUTION

### CDS Partable for Integrated Self-Service Online Ordering

To modernize its e-commerce channel, the global equipment manufacturer deployed CDS Partable, an integrated solution for identifying, selecting, and ordering replacement parts for its waste management and recycling equipment.

Partable is designed for both novice and experienced users and provides several important advantages for the global equipment manufacturer, its customers, and its dealers.

Simplified catalog management makes it easier for the global equipment manufacturer's staff to set up and manage replacement part search and ensures users can quickly find and purchase the correct parts on their own. Secure interactive search with 2D exploded view images and interactive 3D models that leverage existing engineering CAD & product data, dramatically improving the accuracy of part searches. Partable also uses API-based integration for seamless callback and data transfer with the global equipment manufacturer's ERP and commerce management systems.

"By embedding Partable in our e-commerce platform, we've made the replacement part process easier for everyone involved," said the global VP. "Our people now can focus on higher value areas and get closer to our customers with greater transparency about what they are ordering and what they need. The more frictionless the interactions, the greater their uptime and the less the disruption to their business."

## THE RESULTS

### A 900% Increase in eCommerce Orders

With CDS Partable's state-of-the-art aftermarket interface, the global equipment manufacturer is seeing a dramatic migration to its online channel across its business, with a 900% increase in replacement part orders being made online and a 696% increase in online revenues.

The global equipment manufacturer customers are voicing their approval. Using a real-time customer feedback process that tracks every call and email, the global equipment manufacturer has seen its approval ratings rise from the 70-80% range to 95% plus, according to the global VP.

That shift is also delivering other strategic benefits:

- Higher order accuracy rates and fewer returns
- Lower online shopping cart abandonment rates
- Reduced operating costs due to more efficient commerce operations
- Improved data visibility into customer order trends for dealers

Partable is also helping the global equipment manufacturer acquire new customers and retain existing business, according to the global VP. "The more we have tools like this to show them, the more of their business we're going to earn. It makes our customers' lives easier and allows us to scale at the same time."

In the global VP's view, the most important part of the improved e-commerce capability is that it moves the customer conversation from price to value. "We're able to show them the full value of doing business with us and how it makes their job easier and prevents equipment downtime. It reinforces that they made the right choice when they bought our premium product unit in the first place."