

Transforming Spare Parts Revenue with Sana Commerce

The global spare parts market could hit \$1.5 trillion by 2027, across the major sectors. Furthermore, according to Gartner, [83% of B2B buyers](#) say they prefer ordering or paying through digital commerce. So, a powerful, customer-friendly ecommerce platform is crucial for your spare parts strategy.

Yet, despite the enormous potential, many B2B manufacturers continually miss lucrative opportunities in aftersales spare parts revenue due to inadequate commerce strategies.

Here, we explore why this occurs and how Sana Commerce effectively addresses these challenges.

Major Reasons B2B Manufacturers Lose Spare Parts Revenue

Understanding the underlying cause of missed spare parts sales opportunities is crucial.

Here are five key problems contributing to lost revenue:

1. Outdated Catalogue Management and Difficult Product Discovery

Manufacturers often rely on static product catalogues, causing confusion and errors during part identification. These catalogues are often hard to use, pushing frustrated buyers towards easier third-party marketplaces.

2. Lack of Interactive and Visual Parts Identification

Without visual, interactive diagrams, buyers struggle to accurately identify required parts, especially among thousands of similar items. Digital visualisations allow customers to virtually understand products, significantly reducing errors and improving the buying experience.

3. Insufficient Self-Service Options

Many manufacturers still require buyers to manually contact dealers rather than facilitating online purchases. This unnecessary friction leads customers to seek easier solutions elsewhere.

4. Reliance on Manual Processes Causing Errors and Delays

Traditional manual order processes are inherently prone to mistakes, delays, and customer dissatisfaction. Automation can eliminate these issues, increasing reliability and speed.

5. Poor Integration Between Sales and Aftersales Systems

Manufacturers often struggle with disconnected systems separating sales from aftersales, creating fragmented customer experiences and missed upselling or cross-selling opportunities. Stronger integration between sales and aftersales systems is crucial for capturing the full potential of customer relationships and providing seamless buyer journeys.

How Sana Commerce Solves Your Challenges

Sana Commerce directly addresses these challenges through targeted, ERP-integrated solutions:

- 1. Modernising Catalog Management Through Real-Time ERP Synchronisation:** Sana Commerce's ERP integration provides real-time synchronisation of dynamic product data, reducing errors.
- 2. Visual Parts Identification Through Guided Configuration:** Sana's visual tools simplify part selection—customers can find parts quickly, significantly reducing errors.
- 3. 24/7 Self-Service with Enterprise Procurement Integration:** Sana's customer portals facilitate continuous, personalised self-service ordering.
- 4. Automating Error-Prone Manual Processes:** Sana automates workflows by integrating commerce and ERP systems, significantly saving operational time.
- 5. Unifying Sales/Aftersales Through ERP-Native Architecture:** Sana integrates these processes, supporting advanced cross-selling and upselling strategies.

How Sana Powers Spare Parts Revenue

Beyond solving your biggest spare parts sales issues, Sana continues to offer new and better ways to leverage the market. We approach spare parts revenue not as an afterthought, but as a strategic growth lever. By covering every need, Sana delivers market-leading advantages tailored to the unique demands of spare parts. Every feature is engineered to maximise revenue, efficiency, and customer retention.

No Middleware, ERP-Native Integration:

Sana Commerce uniquely integrates directly with ERP systems (e.g., SAP, Microsoft) without middleware, drastically simplifying technological landscapes and reducing implementation complexity. This ensures data consistency, speed, reliability, and lower total cost of ownership.

Future-Proof Scalability:

Sana Commerce provides scalable solutions that easily adapt as manufacturers expand across markets, brands, or product lines. Regular platform innovations and updates ensure businesses never fall behind with outdated technology.

Advanced Customer Segmentation and Personalisation:

Sana enables sophisticated customer segmentation and personalisation, offering tailored buying experiences and customer-specific pricing. This boosts customer satisfaction, loyalty, and repeat purchasing.

Superior Compliance, Security, and Auditability:

With built-in risk mitigation, compliance features, and enhanced cybersecurity, Sana protects businesses from risks inherent in digital operations. Its ERP-native architecture simplifies compliance audits, offering greater transparency and operational security.

Trusted by Industry Leaders

Sana's effectiveness is demonstrated by strong client outcomes. [PALFINGER](#) achieved an 85% customer preference rate for their new after sales platform. [HOBART](#) saw a 15% increase in online orders via eliminating manual ordering, and [ALLIANT POWER](#) achieved 12% revenue growth over two years, highlighting the significant impact of their e-commerce transformation.

In summary, manufacturers must enhance digital commerce strategies to secure their share of the expanding spare parts market. Sana Commerce offers a comprehensive, ERP-integrated solution addressing major pain points, helping manufacturers transform after-sales spare parts into significant revenue streams.