



D&W Diesel Reroutes their Digital Transformation, Replatforming to OrderCloud by Four51

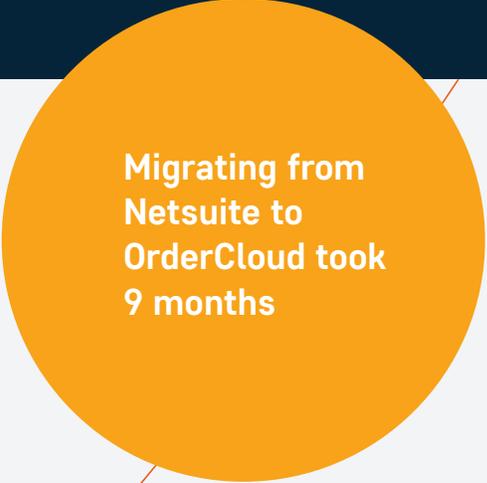
D&W is a national distributor and remanufacturer of a wide variety of products for industrial and mobile equipment applications. Founded in 1976 as a rebuilder of starters and alternators in a rented one bay garage, today D&W now operates out of a 110,000 square foot facility, warehousing and remanufacturing engine components, tank truck equipment, hydraulic components & PTOS, industrial products, and hoses.



BUSINESS CHALLENGE

D&W Diesel is a national distributor and remanufacturer of a wide variety of products for engine components, industrial and mobile equipment applications. In 2009, they entered the digital sales landscape, launching their first eCommerce site targeted at people who were adding power to their vehicles. They were ahead of their competition from a digital standpoint.

But as their business matured, they quickly outgrew the eCommerce platform that launched them into the digital game. D&W Diesel recognized that they needed to replatform and find a solution that would steer them in the right direction.

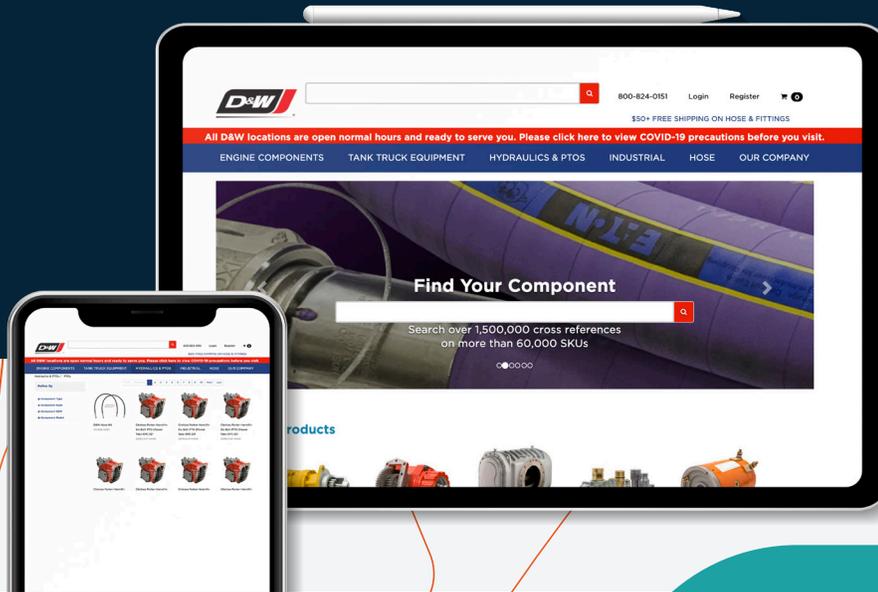


Migrating from
Netsuite to
OrderCloud took
9 months



SOLUTION

Four51 was able to build an eCommerce platform for D&W Diesel on the Four51 OrderCloud™ platform, which featured search capabilities for customers to navigate their 60,000 SKUs, complex pricing structure for different types of buyers, and integrate with an existing homegrown ERP system. The replatforming process was complete in less than 9 months.



RESULTS

Customers ranging from large, international original equipment manufacturers to small repair shops, can now browse and shop D&W's entire product catalog. The ability to log back in, view their order history and easily place re-orders has converted many to loyal, repeat customers.

In the first few months after launch, D&W Diesel has experienced growth in online customers, reduction in order errors, and improved customer satisfaction.

“ We chose OrderCloud because of the flexibility of the technology. We chose Four51 because we trusted them; we truly believed that they could deliver what we said we needed. And they did. ”

Stephanie Church,
IT Manager, D&W Diesel



About Four51

Inspired by the temperature at which paper burns (451°), Four51 is a technology solutions company dedicated to shattering antiquated business processes and out-innovating the limitations of eCommerce. We design, develop, and deliver digital transformation through customizable and scalable eCommerce, order management and B2B marketplace solutions powered by our API-first, headless eCommerce platform, Four51 OrderCloud™, that dramatically change the economics of their businesses. Companies spanning manufacturing, distribution, and retail have looked to Four51 as their go-to strategic partner for the past 20 years. Learn more at www.four51.io.