



## DuraTech Industries' Digital Transformation with Documoto



### How a self-managed platform empowered DuraTech to boost sales, streamline operations, and take control of their content.

**DuraTech Industries, an agricultural and industrial equipment manufacturer, revolutionized its dealer portal by adopting Documoto.**

Transitioning from an outdated, third-party-dependent system to a modern, self-managed platform, DuraTech gained full control over content creation, improved operational efficiency, and boosted parts sales by an estimated 10 to 20%. This transformation empowered the company to enhance customer experience while reallocating internal resources to more strategic initiatives.

**~15% Growth in Part Sales**

**Parts Catalog Update Time Reduced from Weeks to Instant**

**50% Reduction in Part Sales Staff Costs**

#### THE CHALLENGE

DuraTech Industries faced issues with its outdated dealer portal. Dependence on third-party updates led to weeks to months of delays and a reliance on phone orders caused inefficiencies, slowed customer transactions, and stifled innovation.

#### THE SOLUTION

With Documoto, DuraTech gained control over content creation, reducing reliance on third parties for updates. The intuitive publishing tool allowed for quick changes to keep their dealer portal current. Additionally, Documoto's scalable platform offered the flexibility to adapt to changing business needs.

#### THE RESULTS

DuraTech saw an estimated 10 to 20% rise in parts sales, enhanced inventory efficiency, and reallocated 50% of order management staff to priority tasks. As dealers increasingly adopt the platform, DuraTech expects continued growth in parts sales and operational efficiency.

“WITH THE DEDICATED TEAM OF SKILLED PROFESSIONALS GUIDING US TO MEET OUR GOALS, **DOCUMOTO HAS GIVEN US THE MEANS TO BREAK AWAY FROM A STALE STATIC AFTERMARKET PARTS SITE TO AN INTEGRATED DYNAMIC PLATFORM WHERE WE CAN OFFER REAL VALUE TO OUR DEALERS AND CAN GROW INTO THE FUTURE OF BETTER SALES AND SERVICE.**”

*Lawrence Winstead  
Duratech Industries*

### The Challenge

DuraTech Industries, a trusted agricultural and industrial equipment manufacturer located in the upper Midwest, faced significant challenges with its dealer and distributor portal. The **legacy system was cumbersome, requiring third-party intervention for updates** - a process that could take weeks to months for even minor changes. This **bottleneck led to a heavy reliance on phone orders, creating inefficiencies, delaying customer transactions, and limiting innovation**. They sought a vendor that could help them to:

- Modernize their dealer and distributor portal
- Take full control of content creation and updates
- Enhance efficiency by reducing manual order processing
- Provide dealers with a user-friendly, self-service platform

“**DOCUMOTO MODERNIZED ALMOST EVERY ASPECT OF OUR PART SALES BUSINESS AND GAVE US TOOLS TO KEEP GROWING.**”  
*Lawrence Winstead  
Duratech Industries*

### The Solution | Why Documoto?

After evaluating various solutions, DuraTech selected Documoto for its ability to provide a modern, ERP integrated, and user-friendly platform. Unlike their previous system, which was static and required external intervention for parts catalog updates, Documoto offered a dynamic, self-managed publishing solution that put control back in DuraTech’s hands. The **platform’s interactive parts catalogs, intuitive Page Builder, and ERP integration capabilities aligned with their goal of creating a more modern and responsive dealer portal**. Additionally, Documoto’s team provided expert support throughout the decision-making process, demonstrating a clear understanding of DuraTech’s needs and a commitment to their success.

Implementation began in early 2023, with DuraTech focusing on migrating content, integrating real-time parts data, and preparing their dealer network for the transition. During implementation, they worked closely with Documoto’s team to refine their dealer portal and ensure a smooth rollout. Later in 2023, the new system was launched, providing dealers with real-time access to parts information, improved search functionality, and a streamlined ordering process.

“**MY PUBLISHER BEING ABLE TO TAKE CONTROL OF THE ENTIRE PROCESS OF PAGE BUILDING MEANS THAT WHEN A DEALER SAYS THERE’S A PROBLEM IN THIS MANUAL ON THIS PAGE, RIGHT AWAY SHE CAN COMPLETELY UPDATE IT... AND I’M SURPRISED THAT WE GET DOCUMOTO PAGE BUILDER FOR THE PENNIES THAT WE PAY YOU FOR IT BECAUSE IT’S, IT’S AMAZING... THAT PROCESS OF ABSORBING THAT CONTENT IS JUST AMAZING.**”  
*Lawrence Winstead  
Duratech Industries*

### The Results

Since launching their new dealer portal with Documoto, DuraTech has seen improvements in their aftermarket sales operations. **Dealers quickly adopted the new platform, with over 1,500 logins and 4,000 content views in the first month alone**. By eliminating the need for phone orders, the parts department has been able to process more orders per day with half the staff they had in previous years, significantly improving operational efficiency.

The **shift to an integrated, self-managed platform has also enhanced dealer satisfaction, reducing complaints** related to outdated pricing, availability issues, and cumbersome ordering processes. With real-time access to parts information, dealers can now place orders more efficiently, **leading to a steady increase in parts sales** and a growing reliance on DuraTech’s portal for aftermarket support. Additionally, streamlined shipping processes have boosted freight order volume, strengthening relationships with logistics partners.



**Take control of your aftermarket sales and content strategy with Documoto today...**

Contact us today to learn how our platform can streamline your operations, improve customer satisfaction, and drive measurable results.

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