# Heavy Duty Parts Catalog Integration

This presentation outlines our integration of heavy-duty parts catalogs with CxCommerce, delivering real-time product information, pricing, and inventory visibility to enhance the customer experience.

by Anil Vasudev

# Project Objectives

### Provide Real-Time Information

Display current product data across all channels.

### Update Pricing Instantly

Reflect market changes in customer-facing storefronts.

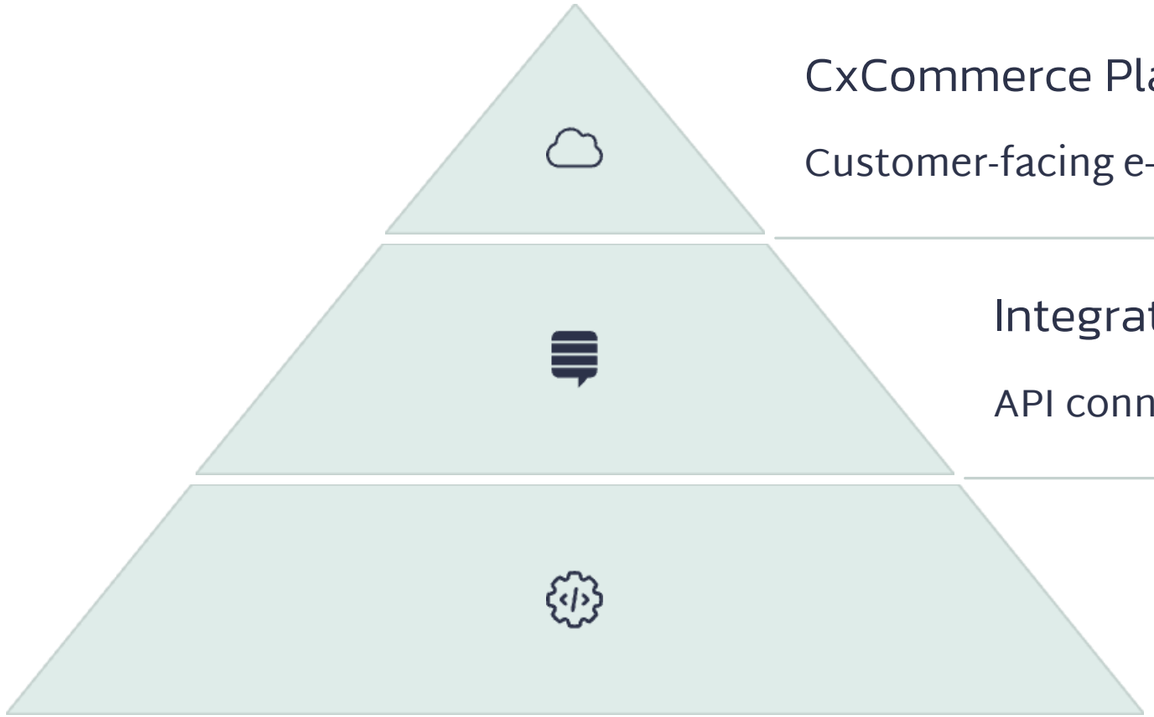
### Track Inventory Accurately

Show true availability of heavy-duty parts.

### Streamline Order Processing

Connect order management with checkout workflows.

# API Integration Architecture



## CxCommerce Platform

Customer-facing e-commerce system

## Integration Layer

API connectors and data transformation services

## Supply Chain Systems

Parts catalogs, inventory, and pricing databases

Our three-tier architecture ensures smooth data flow between systems. It handles high volumes of product updates while maintaining system stability.

# AI-Powered Product Matching

## Challenge

Heavy-duty parts often have multiple SKUs, specifications, and naming conventions across different systems.

Manual matching was error-prone and labor-intensive.

## Solution

Implemented machine learning algorithms to match products based on attributes.

Created confidence scoring to flag potential mismatches for review.

## Result

Achieved 95% matching accuracy, up from 70% with manual processes.

Reduced catalog maintenance time by 40%.

# Real-Time Pricing & Inventory

### Data Ingestion

Capture changes from supplier systems

### Processing

Apply business rules and validations

### Visibility

Display to customers in real-time

### Synchronization

Update CxCommerce catalog

Updates now process in under 2 minutes, compared to previous 24-hour cycles.

# Order Management Integration

### Customer Checkout

Order is created in CxCommerce with real-time inventory verification.

### Order Processing

System routes order to appropriate fulfillment center based on part availability.

### Fulfillment

Order status updates flow back to customer through integrated tracking.

The streamlined process reduced manual intervention by 80%. Order errors decreased from 12% to under 3%.

# Measurable Results

## 30%

### Faster Updates

Quicker product data synchronization

## 20%

### Processing Time

Reduction in order handling time

## 15%

### Conversion Rate

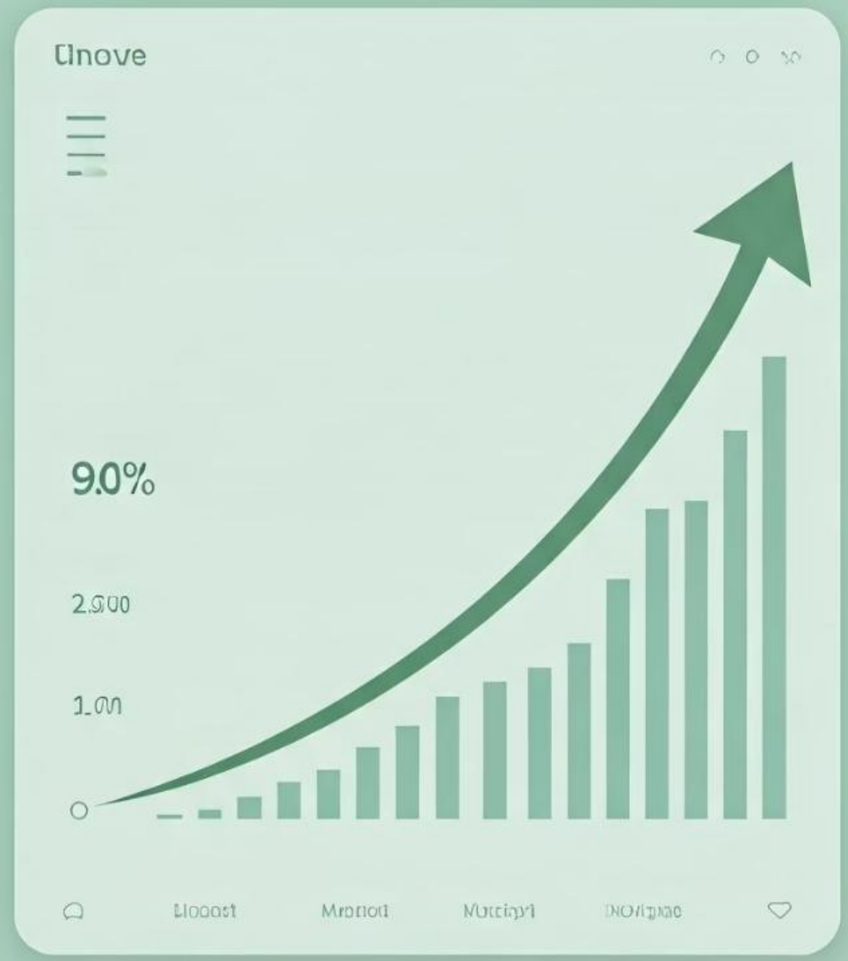
Increase in sales completions

## 25%

### Customer Satisfaction

Improvement in post-purchase surveys

The integration delivered significant business improvements across all key performance indicators. ROI achieved within first six months.



# Future Enhancements

## Predictive Inventory

Implement AI forecasting to anticipate stock needs before shortages occur.

Reduce stockouts by 40% through proactive purchasing.

## Dynamic Pricing

Develop market-responsive pricing algorithms based on demand patterns.

Optimize margins while maintaining competitive positioning.

## Mobile Experience

Create dedicated mobile interfaces for field technicians ordering parts.

Enable barcode scanning for quick reordering of common items.