



D&W Diesel reroutes their digital transformation, replatforming to Sitecore OrderCloud

Industry: Automotive • Founded: 1976 • Employees: 204
Headquarters: Auburn New York • dwdiesel.com

D&W Diesel 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.

The Challenge

In 2009, D&W Diesel 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.

The Sitecore Solution

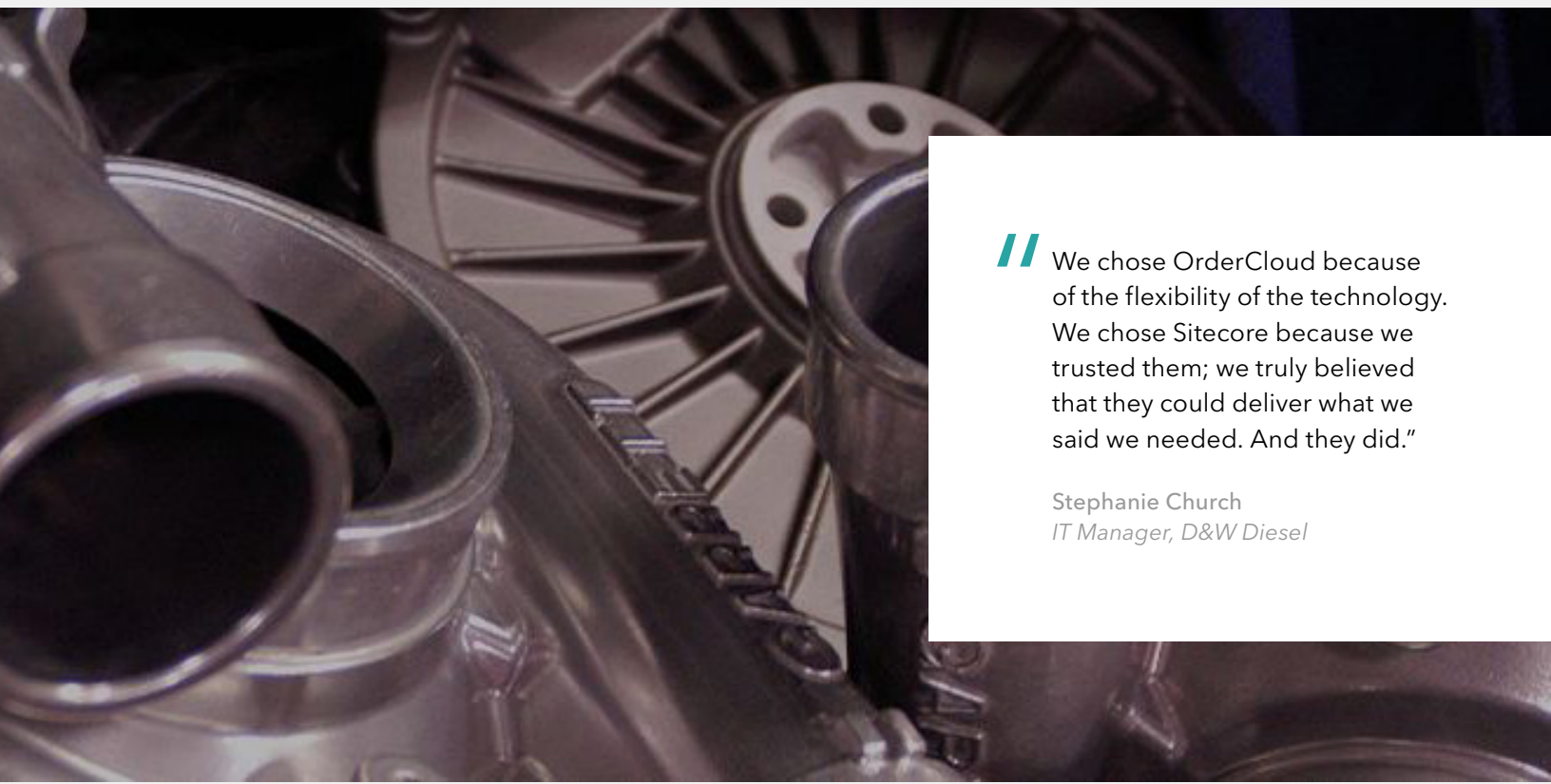
Sitecore was able to build an ecommerce platform for D&W Diesel on the Sitecore® OrderCloud® platform, which featured search capabilities for customers to navigate their 60,000 SKUs, complex pricing structure for different types of buyers, and integrate with an existing homegrown ERP system. The replatforming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

**Migrating
from Netsuite
to Sitecore
OrderCloud
took 9 months**

The Outcome

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 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 Sitecore 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