

eCommerce Success Story: Katech

Katech Supports DTC Business Growth With the TrueCommerce Nexternal eCommerce Solution



Katech, a performance engine and vehicle manufacturer, has been revving up its growing retail business with the TrueCommerce Nexternal e-Commerce platform. The solution has helped Katech handle orders placed by both individuals and retailers without needing to add staff, and it enables the company to offer same-day shipping on orders that arrive before 2 p.m.

Katech first implemented Nexternal in 2008, and the platform has helped the retailer maintain positive year-over-year e-Commerce sales growth over the following decade. The solution lets different customers, from hobbyists to wholesale operations, make purchases from a single storefront, saving time and effort.

"With Nexternal, we're able to process a growing order volume with just a couple shipping people, a small sales staff and our parts department," said Jason Harding, Director of Aftermarket Operations at Katech in a statement. "We also use Nexternal's reporting functions quite a bit to track monthly sales, see what's selling and answer other key business questions."

The platform also integrates with third-party solutions, which helps Katech streamline operations and provide shoppers with additional information. Nexternal automatically shares orders with Katech's accounting software, and the integration with the UPS shipping system lets customers immediately see their shipping charge when they place their order.

ABOUT TRUECOMMERCE

TrueCommerce revolutionizes trading partner connectivity, visibility, and collaboration by linking suppliers, retail hubs and end consumers in one global commerce network. From the factory to the warehouse, from distributor to retail storefront, achieve new levels of business connectivity and performance with the world's most complete commerce network.

Connect. Integrate. Accelerate.

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