



by GenAlpha Technologies



The Heavy Duty Parts Report Webinar

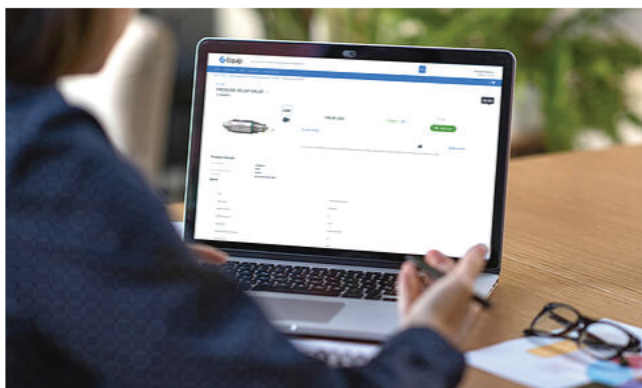
Kris Harrington of GenAlpha and Jamie Irvine of HDPR discuss how **"A Lack of Transparency Around Parts Data Can Be a Barrier to the Buying Process."** Here are a few examples of some of the questions they answer:

What kind of information has historically not been made available to end-users?
What fears have executives had about this information being made available to the public?
What positives can be achieved when you are transparent with you data?

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Managing Your Product Data: The Do's and Don'ts

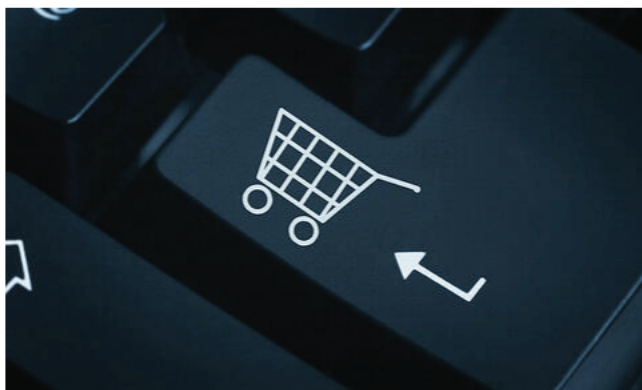
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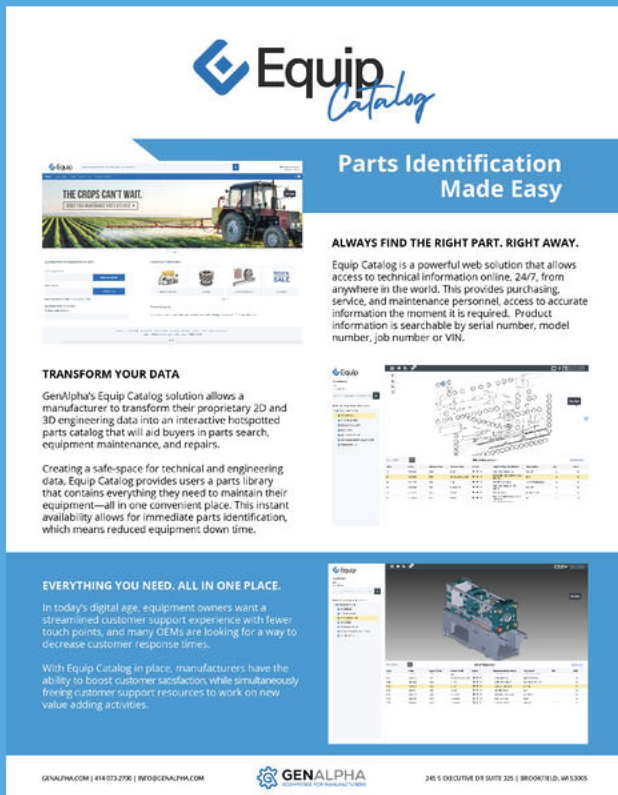


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