

# Digital Commerce Success Story: TICO



After successfully selling and servicing terminal tractors for nearly half a decade, TICO realized a problem was emerging when the industry demanded an easier way to identify parts and place orders. As the Executive Vice President of TICO puts it, "We are seeking to modernize and streamline the delivery of part information, making it easier for dealers and customers to find what they need, when they need it."

[Learn more about how TICO is staying ahead of the curve](#)



## Launching a New LinkedIn Live Event



Kickoff Show: December 7th at 1pm EDT

## Women in ERP

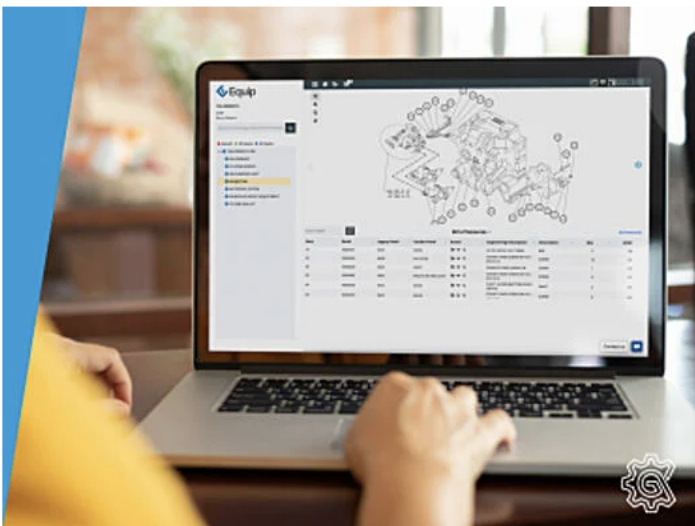
First Tuesday of Every Month 1-2PM EDT

Experience a brand new LinkedIn Live series hosted by Kris Harrington of GenAlpha, and Sarah Scudder of SourceDay. This series highlights the contributions of women, creates social awareness to enhance women's representations in ERP teams, and highlights their stories and challenges in voicing their opinions with ERP transformation initiatives.

Follow [#WomeninERP](#) on LinkedIn

[Register Now for the Monthly Event](#)

### Latest Announcements & Blog Posts



## How Product Information can Transform eCommerce for Manufacturers

The manufacturing industry has seen a boom in eCommerce sales and with that a rise in competition. If an eStore doesn't give the buyer confidence in their purchase, they won't hesitate to go somewhere else that will.

[Learn how and why creating high quality product information is so important for manufacturers.](#)



## How to Boost eCommerce with SEO Strategies

SEO strategies should be a priority for every manufacturer, but they're often an afterthought. Understanding these strategies improves the likelihood of your ideal customer finding you. Sitemaps, keyword research, or SEO frameworks—understanding how all of these work drives business growth.

[Listen to a panel of experts sit down to discuss the ins and outs of these strategies.](#)

## Join Us On December 14th: TALES OF MANUFACTURING SUPPLY CHAIN WOES

This monthly LinkedIn Live hosted by SourceDay features a group of top notch, veteran manufacturing supply chain execs. This specific episode features GenAlpha's very own Kris Harrington. These execs will reveal the wisdom gained from their mistakes, and how they have learned to refine their skills and add more value to their companies.

[Register Now](#)



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