



# The Ultimate Guide to **Unlock Hidden Spare Parts Revenue** for Industrial Equipment Manufacturers

How to transform your genuine spare parts business into a true growth engine while also gaining a competitive edge in your market

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## About CDS Visual

CDS Visual is the #1 visualization software for manufacturers leading the digital business revolution for industries all over the world.

Whether you're an OEM or parts distributor, we will help you convert browsers into buyers while reducing engineering costs. We deliver measurable results for our clients, resulting in more sales and more satisfied customers.

# Executive Summary

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## The Real Untapped Growth for Industrial Manufacturers

The real untapped growth opportunity for industrial manufacturers isn't just in the initial sale of equipment, it's in the untapped potential of genuine spare parts sales.

As customers keep their capital equipment longer and demand more from their investments, after-sales service and genuine replacement parts have emerged as a powerful, recurring revenue stream for industrial equipment manufacturers.

For many OEMs (Original Equipment Manufacturers) of industrial machines, hidden revenue remains locked away by outdated, manual processes that frustrate customers, stall part sales, increase unplanned downtime, and leave money on the table.

The good news? By digitizing and simplifying the genuine parts procurement process, industrial manufacturers can unlock significant new revenue, strengthen customer relationships, and future-proof their business.

**This guide will show after-sales leaders how to:**

- Identify and eliminate friction in genuine parts sales
- Leverage digital tools to create a seamless, self-service experience
- Integrate genuine parts sales with your existing technology stack
- Drive measurable results in revenue, efficiency, and customer loyalty

**By following the strategies outlined in this guide, you'll be equipped to transform your genuine spare parts business into a true growth engine while also gaining a competitive edge in a rapidly evolving market.**



### Did you know?

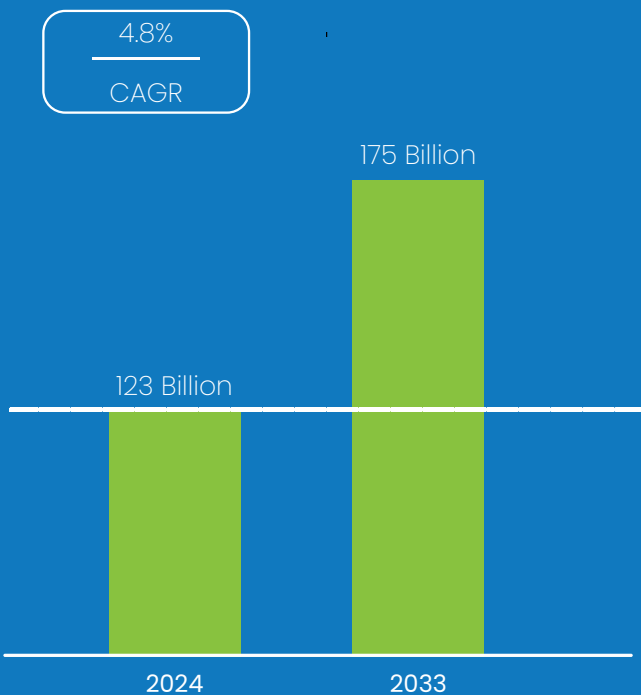
After-sales and parts revenue can account for 30-40% of an OEM's annual revenue.

# Part 1: The Genuine Parts Revenue Opportunity

The initial sale of industrial equipment has traditionally been seen as the main focus. However, today, the real value lies in building long-term relationships with customers and generating recurring revenue through genuine spare parts and after-sales services.

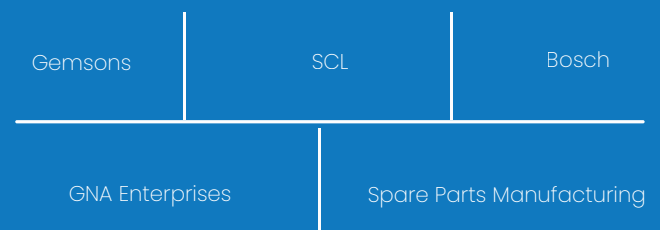
## Why Now?

- Market Growth:** According to Market Research Intellect, the global spare parts market is projected to nearly double by 2031, driven by customers keeping their equipment longer and the rise of digital self-service channels.
- Spare Parts Market Growth: 2024–2031** – [Table 1] Highlights a timeline showcasing the expected increase in market size.
- Customer Expectations:** Customers, service technicians, and partners now expect the same seamless and convenient experience that they receive from leading B2C platforms. They want to quickly and easily identify and purchase genuine replacement parts with complete confidence.
- Recurring Revenue:** For many industrial equipment manufacturers, post-sale services and genuine spare parts already account for 30–40% of annual revenue, with significant untapped potential remaining.



Study Period	2023 - 2033
Base Year	2025
Forecast Data Period	2026 - 2033
Historical Data Period	2023 - 2024
Market Value (2024)	USD 123 Billion
Market Value (2033)	USD 175 Billion
CAGR (2026 - 33)	4.8%

### Major Players



# The Opportunity for Industrial Manufacturers

- **Uncover Hidden Revenue:** Most manufacturers still rely on manual, labor-intensive processes for parts identification and sales. This friction not only slows down sales but also drives customers to faster, easier-to-obtain counterfeit or aftermarket parts, costing you both revenue and customer trust.
- **Stand Out with Service:**
  - OEMs who invest in digitizing their genuine parts business position themselves as industry leaders, delivering the seamless, reliable experience customers demand.
- **Remove Friction from Your Parts Sales Operations:** Removing friction from your parts procurement process benefits everyone from your customers to your partners and to your support teams.



## Did you know?

Research indicates that the industrial spare parts market is projected to grow at a significant 5.5% CAGR by 2032.

Source: [Verified Market Research](#)

## Key Takeaway:



Your genuine spare parts business should not be considered just a support function; it's your next big growth driver. By modernizing your approach, you can unlock new revenue streams, build lasting customer loyalty, and secure your place at the forefront of the industrial market.

## Part 2: The Hidden Costs of Friction in Genuine Parts Procurement

For many industrial manufacturers, the genuine spare parts business is a goldmine waiting to be unlocked. However, persistent friction in the procurement process is quietly eroding revenue, margins, and customer trust.

### The Real Price of the “Parts Detective” Experience



Today's customers, technicians, and partners are forced into the role of "parts detective," navigating outdated paper catalogs, complex PDFs, inaccurate parts data, or clunky online systems to find a single replacement part. When the correct serial number isn't available, the process spirals:

1. **Multiple manual touchpoints**
2. **Escalation to higher-tier support**
3. **Costly delays and extended downtime**

### The Hidden Costs Add Up

1. **Labor Hours:** Every manual interaction from support calls to engineering consultations adds up to significant internal costs.
2. **Incorrect Orders:** When customers or support can't easily confirm the right part, errors lead to expensive returns, reshipments, waste, and more downtime.
3. **Customer Frustration:** A slow, outdated process drives customers to seek faster solutions, even if that means turning to counterfeit or aftermarket parts.



### Customer Quote:

"Before digitizing, our support team spent 60% more time resolving parts identification issues, and our return rate was nearly double."

— Genuine Parts Leader, Industrial OEM

# Competitive Risk: Lost Revenue and Broken Trust

The modern B2C buying experience has set the new standard. When your genuine parts procurement process is slow or confusing, customers will seek faster and easier-to-obtain alternatives, even if they're counterfeit.

## 1. Abandoned Carts

Friction leads to lost sales opportunities.

## 2. Broken Customer Trust

Customers remember the hassle, not the help.

## 3. Long-Term Risk

Once trust is broken, it's hard to win back.

### The Spare Parts Procurement Experience

#### Traditional Processes



- Manual & Resource-Intensive Processed
- High Risk of Errors Leading to Increased Returns
- Reliant on Business Hours & Service Reps
- Longer Equipment Downtime - Erodes Trust
- Higher Operational Costs - Decreased Margins

#### GDS Partable™



- Fast & Accurate Spare Part Identification
- Minimizes Order Errors & Returns
- Self-Service Portals for 24/7 Access
- Reduced Equipment Downtime - Builds Trust
- Increased Top & Bottom Line

## Key Takeaway



Friction in your genuine spare parts procurement process isn't just an operational headache; it's a direct hit to revenue, profitability, and brand reputation. Eliminating these hidden costs is the first step to unlocking the full revenue potential of your after-sales business.

## Part 3: Why Customers Turn to Counterfeit & Aftermarket Parts

Even the most loyal customers can be driven into the arms of counterfeit and aftermarket suppliers, and it is not necessarily because they want to. It's because your genuine parts process makes it easier for them to leave than to stay. Their goal is to procure the right part fast and limit unplanned downtime to the absolute minimum, and if the path of least resistance is a competitor, they will take it.

### The Convenience Gap

Modern buyers expect speed, transparency, and simplicity. When your genuine spare parts procurement process is slow, confusing, or full of obstacles, customers will look elsewhere:

#### 1. Faster Alternatives

Counterfeit and aftermarket suppliers often offer streamlined online experiences, quick search, and frictionless checkout.

#### 2. Frustration with Manual Processes

If finding and ordering the right part requires multiple calls, serial numbers, or deciphering complex catalogs, buyers may abandon their purchase altogether.



### Customer Quote:

"We believe 30–40% of additional parts revenue for our equipment is lost because customers found it easier to buy a counterfeit part online than order the real thing from us."

— Aftersales Manager, Industrial OEM

# The Risks of Losing Customers to Counterfeit & Aftermarket Parts

Even the most loyal customers can be driven into the arms of counterfeit and aftermarket suppliers, and it is not necessarily because they want to. It's because your genuine parts process makes it easier for them to leave than to stay. Their goal is to procure the right part fast and limit unplanned downtime to the absolute minimum, and if the path of least resistance is a competitor, they will take it.



## Lost Revenue

Every sale that goes to a counterfeit or aftermarket supplier is direct revenue lost from your genuine parts business.



## Brand Erosion

When customers buy non-genuine parts, equipment performance and safety can suffer, consequently damaging your reputation and undermining trust.



## Increased Support Costs

Non-genuine parts often lead to more service calls, warranty issues, and dissatisfied customers who ultimately blame the OEM.



# Why Customers Turn to Counterfeit & Aftermarket Parts

## 1. Abandonment Due to Friction

69% of online carts are abandoned due to a poor buying experience.<sup>1</sup> In the B2B world, this means lost deals, lost loyalty, and lost lifetime value.

## 2. Lack of Visual Confirmation

60% of online buyers want to see products in 3D, and 95% prefer interactive 3D experiences when shopping for parts.

## 3. Desire for Self-Service

80% of B2B sales interactions will occur through digital channels by 2025. If you don't provide self-service, someone else will.



## Key Takeaway

Every point of friction in your genuine spare parts process is an open door for competitors and a risk to your revenue and reputation. The good news is that by eliminating these barriers and delivering a seamless, digital-first experience, you can win back lost business and become your customers' first (and only) choice for genuine replacement parts.

## Part 4: The Leader's Playbook for Digitizing Genuine Parts Sales

Forward-thinking industrial manufacturers aren't just reacting to market demands; they're proactively reshaping the after-sales experience to unlock new revenue and build lasting customer loyalty. Their key is delivering a frictionless, digital-first journey for every genuine spare part sale across all channels.

1

### Step 1: Simplify and Digitize Part Identification

Commit to moving beyond paper catalogs, complex spreadsheets, manual processes, and inconsistent and siloed data sets. The most successful industrial equipment manufacturers leverage AI-powered visual search, interactive 2D/3D models, and exploded view digital catalogs to make it effortless for any user, customer, technician, or partner to find the exact part they need in minutes, not days.

2

### Step 2: Unify the Experience Across All Channels

Whether a user enters through your public website, a customer portal, or a technician tool, the buying experience should be consistent, intuitive, and self-service. A unified digital solution acts as a central hub, eliminating confusion, reducing errors, and empowering all users to transact in the way and at the time they need.

“

### Customer Quote:

"After implementing a digital-first approach, we saw a 25% lift in genuine part sales and a 40% reduction in operational costs."

— CDS Partable Customer in Industrial HVACR Manufacturing

# The Leader's Playbook for Digitizing Genuine Parts Sales

3

## Step 3: Integrate with Your Existing Ecosystem

A modern parts sales platform doesn't operate in a silo. It seamlessly connects with your ERP, CRM, CAD, PDM, PLM, and eCommerce systems, ensuring a single source of truth for parts data, inventory, and order status. Integration is what enables automation, eliminates data silos, and keeps your genuine parts business scalable and future-proof.

4

## Step 4: Leverage Data for Growth & Insights

Once your digital solution is in place, the data it generates becomes a powerful asset. Industry leaders use AI and analytics to:

- Identify upsell and cross-sell opportunities
- Personalize recommendations and notifications
- Predict maintenance needs and reduce unplanned downtime



## Key Takeaway

Digitizing your genuine spare parts business extends beyond technology. It is a strategic shift that empowers your team, delights your customers, and drives measurable revenue growth. By following this playbook, you're not just keeping up with industry change; you're leading it.

# Part 5: The Strategic Technology Stack for After-Sales Growth

A successful digital transformation doesn't require a disruptive "rip-and-replace" of your core systems. The right technology stack acts as a strategic layer that integrates seamlessly with your existing ecosystem and future-proofs your genuine spare parts business.

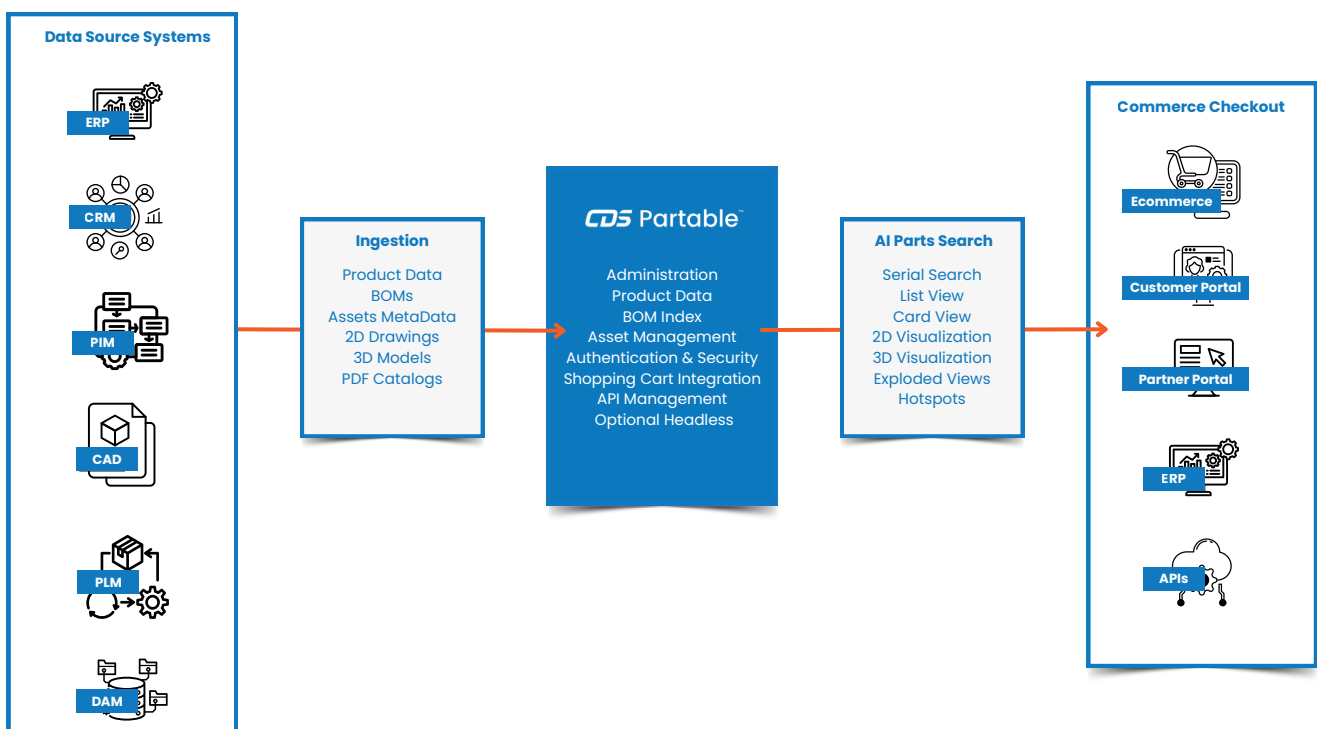
## Seamless Integration, Not Disruption

Modern after-sales solutions are designed to extend the value of your current investments. Whether you're using ERP, CRM, CAD, PIM, eCommerce platforms, or other critical systems, your digital parts sales solution should connect effortlessly, enabling:

- Real-time inventory and pricing updates
- Automated order processing and status tracking
- Unified customer and installed base information
- Direct import of CAD files for interactive 3D and exploded view catalogs

## Key Integrations for a Frictionless Experience

- **ERP:** Real-time accuracy for inventory, pricing, and order status
- **CRM:** Personalized experiences and data-driven recommendations
- **PIM:** Single source of truth for rich, standardized product data
- **CAD:** Automated ingestion of engineering files for 2D/3D visualizations and up-to-date BOMs
- **PLM:** Source data from PLM systems to ensure accurate, up-to-date product structures and engineering changes are reflected in parts catalogs
- **eCommerce:** Unified, frictionless online shopping for all user types



# The Strategic Technology Stack for After-Sales Growth

## Security and Compliance: Protecting Your Data and IP

Data security is non-negotiable. The best platforms are built on secure, enterprise-grade infrastructure with certifications like SOC 2 Type II, ensuring your data is protected and compliant with industry standards.

Hosted on



Resilient, highly secure cloud hosting for business-critical data at scale.

Certified



Validated rigorous controls for confidentiality, integrity, and availability.



### Is Your Stack ready?

- ✓ API-first architecture
- ✓ Pre-built connectors
- ✓ Bidirectional data flows
- ✓ Scales with your business
- ✓ Enterprise-grade security



## Customer Quote:

"Security was our top concern, and knowing the platform is SOC 2 Type II certified gave our IT team full confidence to move forward with CDS Partable."

— IT Leader at a Commercial Refrigeration Equipment Manufacturer

# Part 6: How Digitization Drives Profitable Growth

## Unlocking Revenue Growth

Digitizing your genuine spare parts business unlocks measurable, top and bottom-line results. Leading OEMs of industrial equipment that have embraced digital transformation are seeing dramatic improvements in revenue, efficiency, and customer satisfaction.



### Sales Lift

Industrial Manufacturers report up to a 25% increase in genuine spare parts sales after implementing digital identification and self-service tools.<sup>1</sup>



### Customer Satisfaction

Faster, error-free ordering and visual confirmation tools have slashed return rates and improved customer loyalty.



### Operational Efficiency

Streamlining manual processes and eliminating "parts detective" work has reduced support costs by as much as 40%.<sup>1</sup>



### Fewer Returns

Industrial Manufacturers report up to a 25% increase in genuine spare parts sales after implementing digital identification and self-service tools.<sup>1</sup>



### Upsell & Cross-Sell

Faster, error-free ordering and visual confirmation tools have slashed return rates and improved customer loyalty.



### Brand Loyalty

Streamlining manual processes and eliminating "parts detective" work has reduced support costs by as much as 40%.<sup>1</sup>

#### Sources:

1. CDS Visual Customer Insights, 2025

2. McKinsey & Company, "The Future of B2B Sales," 2025



## Key Takeaway

The numbers are clear: digitizing your genuine spare parts sales process delivers real, repeatable results. The sooner you modernize, the sooner you'll see the impact on your revenue, margins, and customer relationships.

# Part 7: Partable Unlocks Profitable Hidden Revenue

## How Partable Helps Industrial Equipment Manufacturers Unlock Hidden Revenue


To truly unlock the hidden revenue in your genuine spare parts business, you need a purpose-built digital solution designed for the unique challenges of industrial equipment manufacturers.

That's where **CDS Partable** comes in.

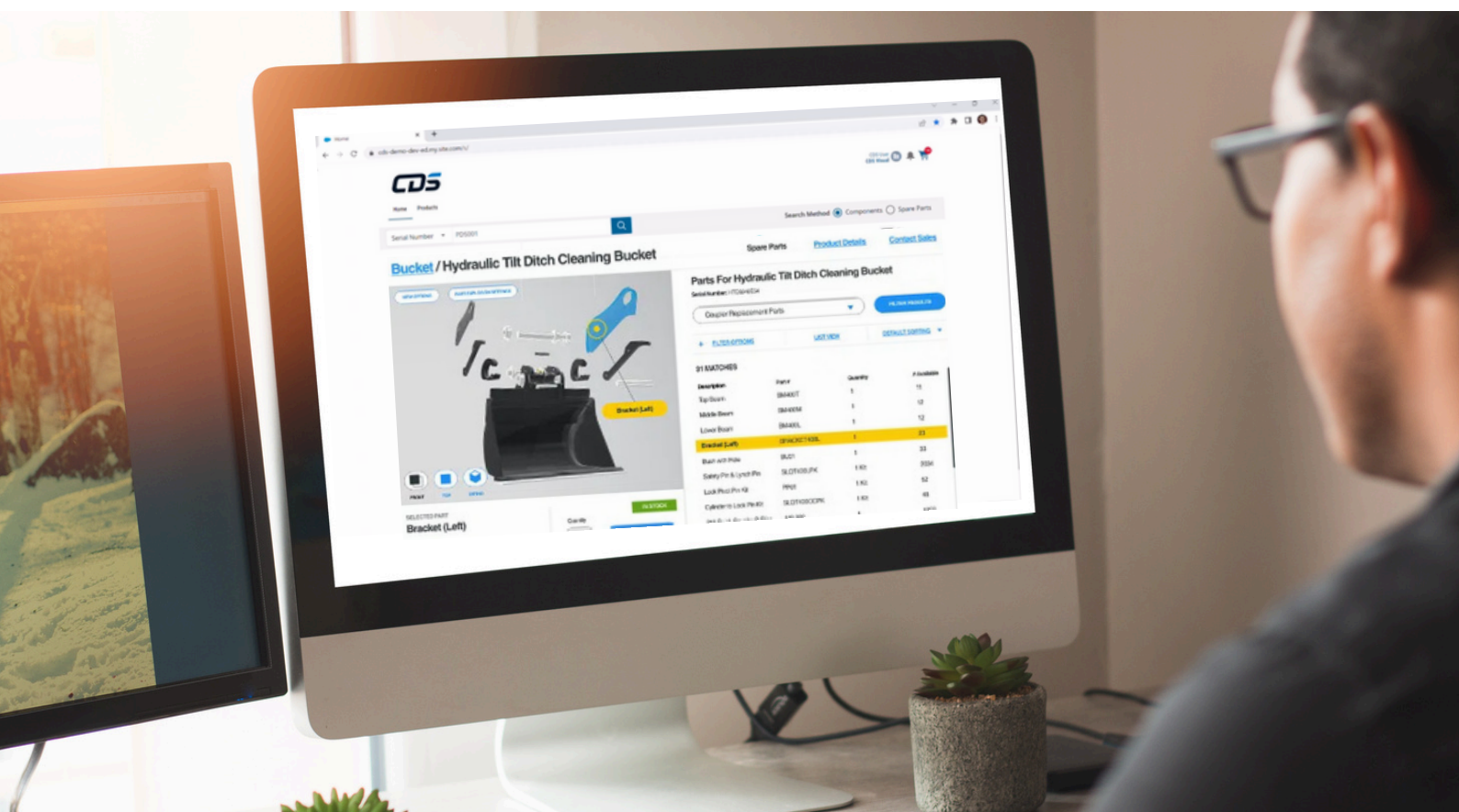
### Built for Industrial Equipment Manufacturers Seeking Spare Parts Excellence

CDS Partable is an AI-powered platform developed specifically for industrial manufacturers. It's engineered to solve the real, everyday challenges of genuine spare parts identification, sales, and fulfillment, delivering measurable results across every channel.

## CDS Partable™ At a Glance

-  AI-Powered Visual Search
-  3D Exploded Views
-  Hotspot Parts Identification
-  Seamless Integration
-  Real-Time Analytics
-  Secure SaaS Product

ULTIMATE GUIDE TO UNLOCK HIDDEN PARTS REVENUE



# Why Industrial Equipment Manufacturers Choose Partable



## Instantly Identify and Order the Right Part Every Time

- **AI-Powered Visual Search:** Instantly locate the right part using intuitive 2D or 3D models, exploded views, hotspots, and other smart search options that eliminate guesswork and reduce costly errors.
- **Effortless Self-Service:** Empower customers, partners, and internal teams to identify and order parts in minutes, from any device, anywhere, and at any time.
- **Trustworthy Data:** AI-driven data enrichment keeps your catalogs accurate, digital, and always up to date.



## Effortless Digital Buying in Any Channel

- **Unified Experience:** Deliver a seamless, self-service ordering journey across web, mobile, and partner/customer portals.
- **Frictionless Transactions:** Enable buyers to transact how and when they want, driving higher conversion rates and customer satisfaction.



## Proven Genuine Parts Revenue Growth

- **Measurable Impact:** CDS Partable has helped leading industrial equipment manufacturers increase genuine spare part sales by up to 25% and reduce operational costs by up to 40%.<sup>1</sup>
- **Trusted by Industry Leaders:** Companies like MAAG and Dover Fueling Solutions rely on Partable to power their digital spare parts business.



## Secure, Scalable, and Integrated

- **Enterprise-Grade Security:** Built on robust, enterprise-grade security standards (SOC 2 Type II, AWS) for data protection and compliance.
- **Seamless Integration:** Pre-built connectors and API-first architecture ensure rapid, reliable integration with ERP, PDM, eCommerce, and more.
- **Scalable for Growth:** Confidently scale your digital operations as your business grows without compromising performance or data integrity.

Sources:  
1. CDS Visual Customer Insights, 2025

## Purpose-Built for Industrial Manufacturers



AI-powered Visual Part Identification



Proven Cost & Revenue Impact



Automated Parts Catalog & Data Enrichment



Enterprise Integration & Security

## Part 8: Customer Success Story

### The Challenge:

A leading food processing and packaging manufacturer was struggling with slow, manual parts identification, frequent order errors, and customers frustrated by delays that resulted in increased critical unplanned downtime, often resorting to non-genuine parts for a quicker fix.

### The Solution:

By implementing **CDS Partable**, they digitized their spare parts catalog, enabled intuitive visual self-service ordering, and integrated seamlessly with their ERPs, CAD, and other systems.

### The Results:

- 23% increase in genuine spare parts sales
- Dramatic reduction in costly order errors and returns
- Faster, more accurate fulfillment and higher
- Increased customer satisfaction

## CDS Partable™

### The Results



+23%  
Genuine Part Sales



Reduction in  
costly order errors  
& returns



Faster, more  
accurate fulfillment



Higher customer  
satisfaction



### Customer Quote:

"Since implementing CDS Partable, our team has been able to identify and fulfill genuine spare parts orders with unprecedented speed and accuracy. We've seen a 23% increase in genuine sales and a dramatic drop in costly order errors and returns. It's been a game-changer for our business."



— Head of Aftersales  
Food Processing & Packaging Manufacturer

# Part 9: Your Path Forward to Start Unlocking Hidden Revenue Today

ULTIMATE GUIDE TO UNLOCK HIDDEN PARTS REVENUE

## The opportunity is clear:

Digitizing your genuine spare parts business is the strategic move to unlock hidden revenue, strengthen customer loyalty, and future-proof your operations.

With proven solutions like CDS Partable, industrial equipment manufacturers are already seeing measurable gains: faster, more accurate order fulfillment, increased sales, fewer costly errors, and happier customers.

## What's Next?

1. Assess your current parts sales experience to determine where the experience gets stuck.
2. Imagine the impact of effortless, visual self-service ordering for your team and your buyers.
3. Take the first step toward a frictionless, digital future.
4. Download our [complimentary business case template](#) to start planning your project

## Ready to See What's Possible?

No matter where you are in your parts digitization journey, we are here to help:

[Book a meeting for your personalized ROI assessment to see how much hidden revenue you could unlock with CDS Partable](#)

[Request a Demo](#)

## Check out more helpful guides:



## Key Takeaway

Don't let outdated processes hold back your genuine spare parts business. The path to new revenue, greater efficiency, and industry leadership starts now—with CDS Partable.

### Full Source List

- Baymard Institute, "Ecommerce Checkout Usability" (2024): <https://baymard.com/lists/cart-abandonment-rate>
- CDS Visual Customer Insights, 2025
- McKinsey & Company, "The Future of B2B Sales," 2025: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-future-of-b2b-sales>
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- Verified Market Research, Global Industrial Spare Parts Market Size By Product Type (Motors and drives, Circuit breakers), By Sale Channel (OEM, Aftermarket), By Geographical Scope And Forecast, 2025: <https://www.verifiedmarketresearch.com/product/industrial-spare-parts-market/>