



### *News Release*

## **VIPAR Heavy Duty Expands PARTSPHERE B2B Suite with CxCommerce E-commerce Solution in Partnership with PhaseZero**

*Enterprise digital commerce solution focused on customer experience*

- *New B2B, B2C, and B2E e-commerce solution provides cataloging, part search, real-time inventory, pricing, and online ordering*
- *Partnership with Silicon Valley-based enterprise software company, PhaseZero*
- *Latest offering in the PARTSPHERE™ B2B suite of e-commerce solutions*

**Crystal Lake, Ill. – June 9, 2020** – [VIPAR Heavy Duty](#) announced the expansion of its PARTSPHERE B2B suite with the launch of CxCommerce, a digital commerce solution developed by PhaseZero, designed to streamline and accelerate product orders and information sharing between distributors and their customers. This latest technology offering from VIPAR Heavy Duty is focused on enhancing the customer experience and demonstrates the organization's commitment to implementing state-of-the-art technology solutions for its stockholders.

CxCommerce is a platform designed to connect distributors and their employees with customers, allowing them to see real-time inventory and pricing, and enabling the customer to purchase products when convenient through an online channel, in addition to traditional counter or call-in service. CxCommerce provides the digital technology to create an efficient and world-class full lifecycle experience from parts search to ordering and post-order follow up needs. Features include product catalog integration, product search and interchange, real-time inventory, streamlined order process, 24/7 online parts ordering, promotions management, and data integration efficiencies.

“Access to information, and the ability to move quickly, is more important than ever and having a connection with your customer is mission critical,” said Jeff Paul, vice president of marketing, VIPAR Heavy Duty. “VIPAR Heavy Duty is proud to provide our stockholders with leading technology and product information to support their digital strategies. Our product information management system PARTSPHERE PIM integrates with CxCommerce to provide a robust digital commerce solution that increases efficiencies while helping customers more easily find and source the products and information they need.”

CxCommerce is the latest addition to the company's PARTSPHERE B2B suite of e-commerce solutions that also includes the organization's existing Network WebShop platform. PARTSPHERE,

launched in 2019, is the consolidated brand for VIPAR Heavy Duty's technology and information-related solutions that support its distributors, suppliers and national fleet accounts.

CxCommerce, a cloud 2.0 global B2B, B2C and B2E digital commerce solution, was designed and developed by PhaseZero, a Silicon Valley-based enterprise software company to accelerate and deliver digital customer experience by integrating ERP, part catalogs, warehouse, and inventory systems through cloud technologies.

"With this partnership, we bring sophisticated digital commerce technologies to VIPAR Heavy Duty stockholders and make it affordable," said Ram ChandraSekar, founder and CEO of PhaseZero. "Our CxCommerce solution and execution approach allows VIPAR stockholders to respond quickly in changing market conditions, and better serve their customers by offering flexible options for customer and employee interactions in-store or online, or a hybrid approach, allowing a traditional brick and mortar business access to the best digital technology available to complement their industry expertise, customer relationships and last mile delivery services."

For more information on VIPAR Heavy Duty, visit [www.vipar.com](http://www.vipar.com) or email: [info@vipar.com](mailto:info@vipar.com).

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Image Attached:

Download Image: <https://bit.ly/3a5URyD>

#### **About VIPAR Heavy Duty**

VIPAR Heavy Duty is North America's leading network of independent aftermarket truck parts distributors. VIPAR Heavy Duty distributors serve the needs of their customers from more than 670 locations across the United States, Canada, Puerto Rico and Mexico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. VIPAR Heavy Duty also operates two wholly owned subsidiaries, Global Parts Network, LLC and Power Heavy Duty LLC, as part of the VIPAR Heavy Duty Family of Companies. VIPAR Heavy Duty is a proud member of NEXUS North America and NEXUS Automotive International, a worldwide group of parts distributors committed to bringing a global approach to the automotive and commercial vehicle aftermarket industries. For more information, visit [www.vipar.com](http://www.vipar.com).

#### **About PhaseZero**

PhaseZero is a Cloud 2.0 B2B and B2C e-commerce software company and a trusted digital business partner for automotive and industrial manufacturing companies. PhaseZero's powerful

digital commerce platform, CxCommerce™, accelerates digital sales through an enhanced customer experience backed by Silicon Valley expertise and cutting-edge technologies. PhaseZero CxCommerce can launch new digital business quickly with an average "time to first order" of four to six weeks. Learn more at [www.phasezeroventures.com](http://www.phasezeroventures.com).

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