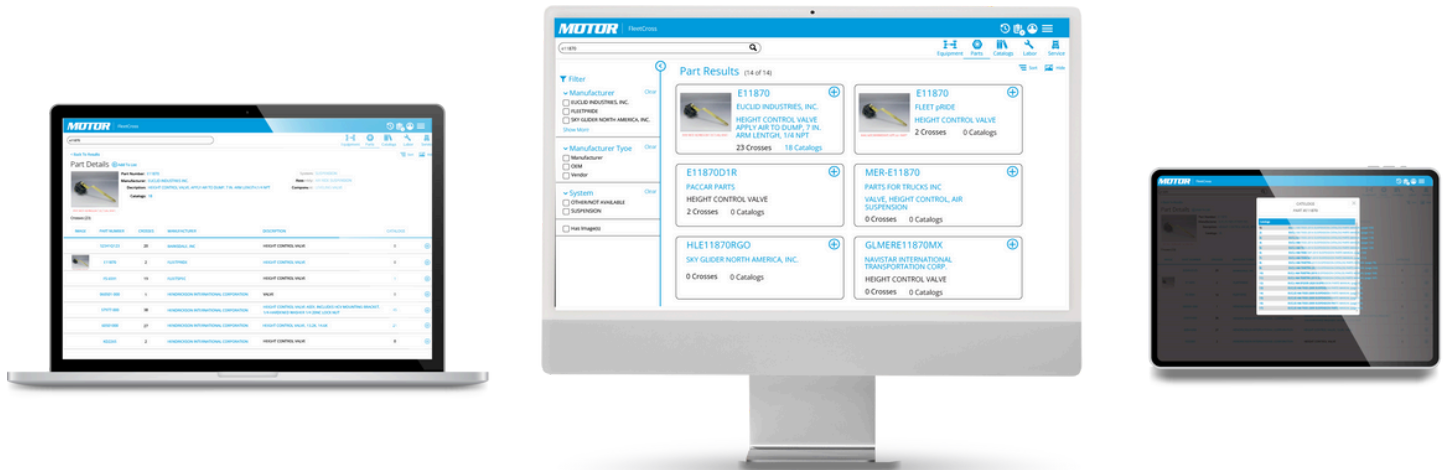


# Driving Efficiency Through Partnership: Karmak & MOTOR FleetCross Integration



## The Situation

In 2019, Karmak and MOTOR Information Systems first announced enhancements to the FleetCross integration within Fusion, giving heavy-duty businesses direct access to the industry's most accurate parts interchange data. This integration quickly proved critical in helping dealers, distributors, and service shops reduce lost sales, improve accuracy, and streamline workflows.

## The Challenge

Heavy-duty parts operations face persistent challenges:

- Quickly identifying equivalent parts across OE and aftermarket lines.
- Avoiding costly errors from misidentified or unavailable parts.
- Ensuring that sales and service personnel have access to reliable, up-to-date data within their daily systems.

Missed cross-references meant missed sales, frustrated customers, and higher inventory costs.

## The Solution

In its most recent release, Karmak delivered the next evolution of its FleetCross integration. This update deepens the integration to deliver a faster, smarter, and more intuitive user experience.

### Key Enhancements:

- **Improved API Integration:** Partial part search improves accuracy when prefixes or suffixes are present.
- **Images Included:** Part images displayed where available to increase confidence in selection.
- **Streamlined Access:** One-click navigation from Parts Orders, Repair Orders, and Inquiry screens.
- **Inventory-Aware Search:** Cross-references filtered by in-stock Fusion inventory, with quantities shown.
- **Smarter Workflow:** Parts selected in FleetCross flow directly back into Fusion, reducing re-entry and errors.
- **VMRS Code Alignment:** Flexible cross-supplier lookups to support real-world conditions.

## Results

The deeper integration continues to strengthen parts operations by:

- Eliminating missed cross-references that lead to lost sales.
- Lowering inventory costs with more intelligent part visibility.
- Enhancing customer satisfaction with faster, more accurate service.

“The improvements to the FleetCross/Karmak integration are going to make it even easier to find and sell the cross-referenced parts that we already have in our inventory! No more missing out on sales that we should have made because of a missed cross.”

— Gerald Hakes, Parts Operations Manager,  
Midwest Great Dane

“Our focus is simple—work with customers to take friction out of the parts and service process. These FleetCross enhancements make it faster to find the right part, easier to keep sales in-house, and more efficient for the counter and the shop. That’s real ROI our customers can measure,” said John Cowan, Senior Vice President of Business Solutions at Karmak.



## Partnership in Action

The long-term collaboration between Karmak and MOTOR demonstrates a shared commitment to innovation in the heavy-duty industry. What began with the 2019 integration enhancements has now matured into a mission-critical capability that thousands of industry professionals rely on daily.

## About Karmak

For over 40 years, Karmak has provided innovative business management solutions to the heavy-duty trucking industry, supporting thousands of locations worldwide. Learn more at [www.Karmak.com](http://www.Karmak.com).

## About MOTOR

Since 1903, MOTOR Information Systems has been the industry’s trusted source of accurate, thorough, and timely automotive data. Learn more at [www.MOTOR.com](http://www.MOTOR.com).