



CASE STUDY

Eagle Crusher

How Above The Fray developed integrated tech solutions to fuel Eagle Crusher's expansion and empower dealer networks across North America, a leading manufacturer of heavy-duty crushing and screening equipment.

Background

Eagle Crusher is no stranger to driving innovation. For over 100 years, they've been leaders in the development and delivery of advanced, high-performance, and low-operating-cost crushers for the recycled concrete, asphalt, aggregate, sand, and gravel industries.

But their latest innovation wasn't from the factory floor. It came from a smart decision to modernize how they support their dealers digitally.

Even in an industry notoriously behind in digital commerce, it shouldn't be surprising that Eagle Crusher had a vision to modernize their brand and improve the day-to-day experience of their dealer network. They just needed a development partner who could help secure buy-in from different departments and deliver on the vision.

Which led them to Above The Fray.



The Challenge

The team at Eagle Crusher had been exploring how to weave ecommerce into their operations for a long time. They had interfaced with our team for years, never quite ready to make the jump, but always trying to understand the possibilities.

With strong pre-existing connections with dealers, they weren't looking for new ways to generate sales. However, there was a strong need to streamline back-office functions and improve digital communication with customers.



Dealers wanted online parts listings with current pricing and stock availability, ideally with the option to submit orders under invoice terms as they do in person or over the phone.

They required a solution that could be executed incrementally. That would provide a great initial experience for dealers, prove the operational value, and scale into a feature-rich ecommerce platform.

No competitors had done anything like it or showed any sign of doing so anytime soon. But, like they had done for over a century, Eagle Crusher wanted to innovate. And they had a partner in mind to help them do it.

The Solution

Above The Fray architected and delivered a scalable, user-friendly dealer portal to support Eagle Crusher's incremental digital growth. Built on Shopware and integrated with Aptean Intuitive ERP through a hybrid real-time API and automated email system, the new platform enables dealers to access accurate pricing and stock availability while laying the foundation for advanced features like custom groupings, account payments, and personalized checkout experiences.

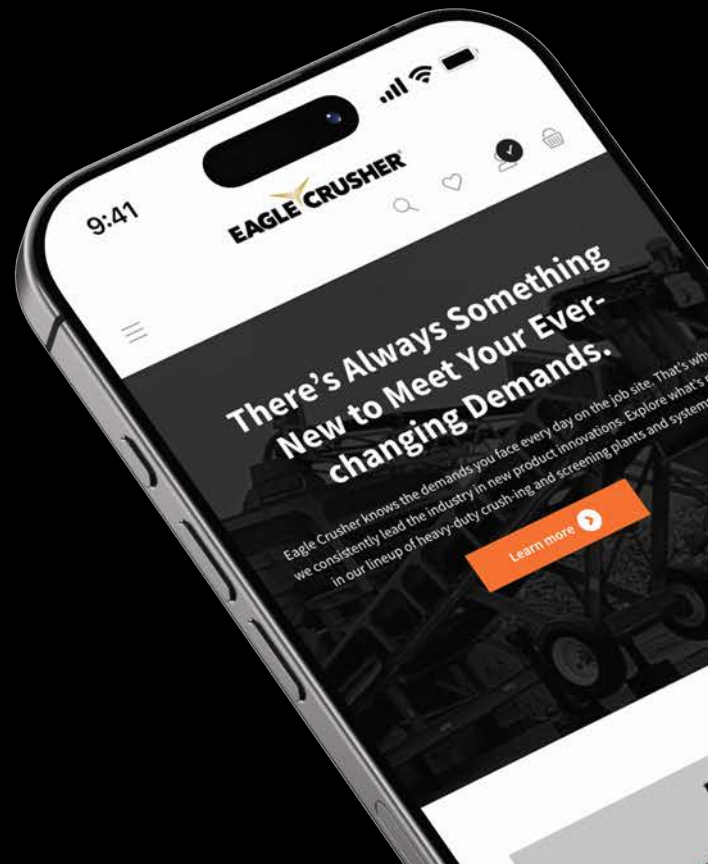
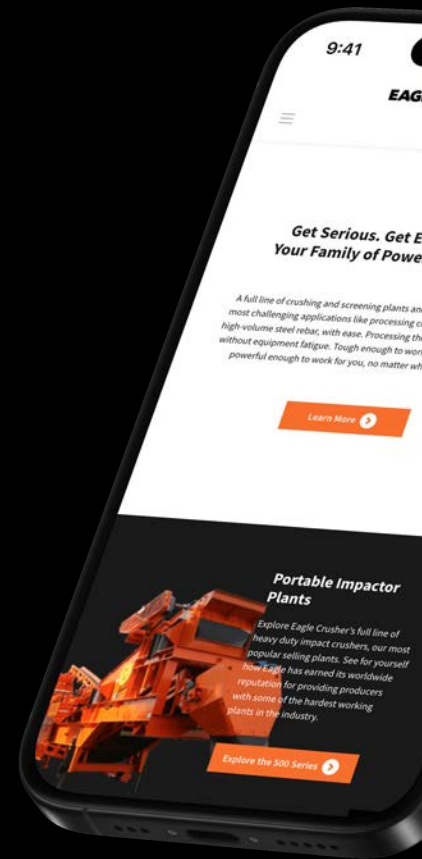
1.

Customer Dealer Management Portal

Creating a secure, centralized foundation for streamlined dealer operations was a primary focus. The new Shopware portal empowers Eagle Crusher dealers to create their own accounts and manage sales reps independently. With an intuitive, user-friendly design, the portal offers a seamless self-service experience that builds trust and drives adoption.

To ensure data integrity and reduce manual work, accounts are automatically verified against Aptean ERP dealer records. This automation cuts down operational overhead, eliminates unnecessary back-and-forth, and keeps dealer information accurate and up to date.

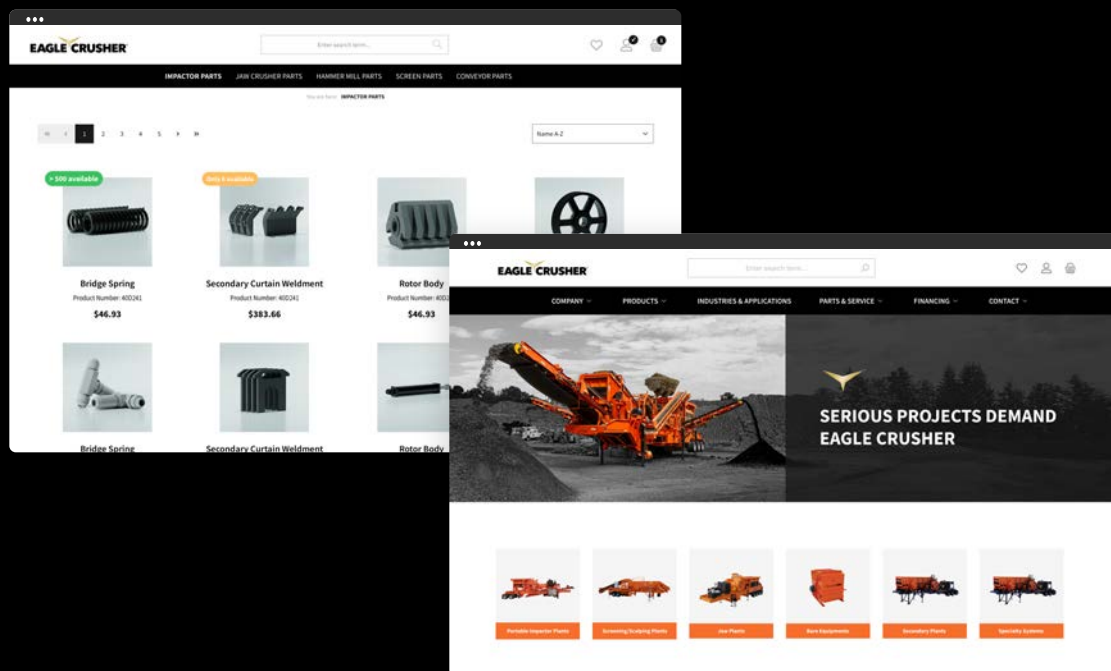
This work allowed Above The Fray to deeply understand Eagle Crusher's needs and deliver a scalable solution. The new portal eases internal workload, supports future growth, and positions Eagle Crusher to empower its dealers and advance digital transformation.



2. Dynamic Product & Pricing Management

Selecting the right integration approach to maintain accurate, real-time product data was critical. Eagle Crusher needed a solution that eliminated manual data entry and ensured dealers always had up-to-date pricing and inventory visibility. With a daily sync between Aptean ERP and Shopware, product details, pricing, and stock levels update automatically, while inactive SKUs are disabled to streamline catalog management and reduce order errors.

This seamless integration ensures data accuracy and supports future growth. By automating critical data flows, Eagle Crusher delivers a more efficient, reliable experience for dealers and frees internal teams to focus on strategic initiatives that advance digital transformation.



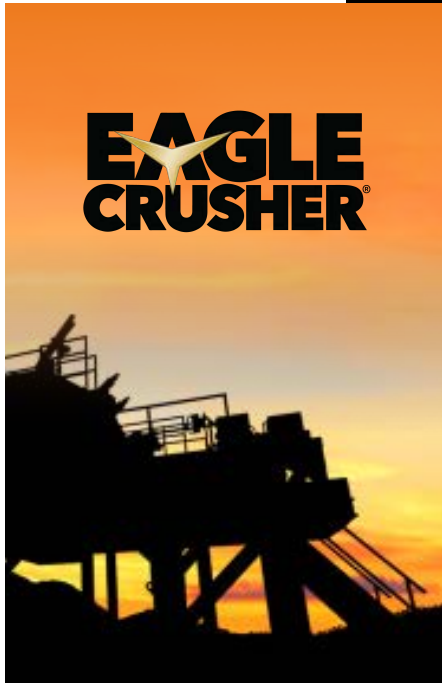
3. Dealer-Specific Pricing Flexibility

To deliver greater flexibility and a more personalized buying experience, Above The Fray implemented dealer-specific pricing capabilities for Eagle Crusher. This approach allows each dealer to see customized pricing directly in the portal, tailored to their individual agreements and purchase volumes. By supporting dynamic price configurations, the system empowers Eagle Crusher to strengthen dealer relationships and provide transparent, accurate pricing at every touchpoint.

Previously, managing dealer pricing often required manual updates and constant back-and-forth communication, creating delays and increasing the risk of errors. Now, with automated dealer-specific pricing integrated into the platform, Eagle Crusher can maintain consistent, real-time pricing without added operational complexity. This enhancement not only streamlines the sales process but also lays the foundation for future growth and deeper personalization across the dealer network.



Project Summary & Highlights

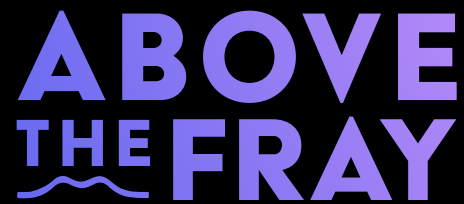


GOALS

- Empower dealers with self-service tools to streamline ordering and account management
- Provide real-time access to pricing, product data, and inventory availability
- Build a scalable, integrated digital foundation to support long-term growth and dealer network expansion

SOLUTIONS IMPLEMENTED

- Built a flexible, self-service dealer portal on the Shopware platform integrated with Aptean ERP
- Implemented automated daily syncing to update product data, pricing, and stock levels without manual intervention
- Enabled dealer-specific pricing and account verification workflows to ensure accuracy and reduce operational overhead
- Laid a strong technical foundation to support future phases, including advanced personalization, account payments, and expanded digital features



ABOUT

Above The Fray is an end-to-end global ecommerce agency specializing in consulting, designing, building, integrating, and evolving digital commerce for growth-ready manufacturers.

We're passionate about ecommerce solutions that not only increase online sales but transform businesses. We help our clients achieve process efficiency and bottom-line growth through analysis, architecture, and engineering.

Learn More about Above The Fray at www.abovethefray.io