



Case Study:

Enertech Global

Founded in 1996, Enertech Global is a leading provider of geothermal heat pumps and renewable energy products. Starting as a distributor, Enertech expanded by acquiring Hydron Module in 2007 and partnering with NIBE Industrier AB in 2011.

Today, Enertech designs, manufactures, and distributes several innovative geothermal brands (along with geothermal and PV solar accessories), all earning industry recognition for quality and efficiency.



PAIN POINTS SOLVED

Warranty Claims/Registration,
Dealer/Installer Support, Parts Look-Up

Industry:

Geothermal heat pumps

CRM/ERP:

Microsoft Dynamics CRM / Epicor Kinetic

Website:

<https://support.enertechusa.com>



The Goal

Enertech Global, a mid-sized manufacturer of geothermal heat pumps, needed to modernize its distributor/installer support system to stay competitive against much larger competitors, such as Siemens and Mitsubishi. They had three goals in developing their Nomad-powered dealer portal.

1. Reduce the time their team spent on repetitive support tasks.
2. Improve warranty registration and management.
3. Enhance dealer and distributor satisfaction.

The Solution

Enertech leveraged Nomad eCommerce to build their robust dealer portal. The decision to develop this system was driven by the need to remain competitive with larger manufacturers who already offer advanced online digital tools to their distributor and installer networks.

Unit warranty registration, claims, and overall management were critical concerns. They needed a centralized, automated platform that could ensure unit traceability and part accuracy by tying model and serial numbers to a detailed bill of materials so dealers and distributors can independently manage unit information, manage warranty claims, order parts, and access needed documentation.



Warranty Registration

A critical requirement for the Nomad portal was its ability to manage warranties by supporting the already established interconnectivity between unit serial numbers, encoded model numbers, and the bill of materials.

Enertech works with distributors and installers to assign serial numbers to each unit, linking them to a specific model number to ensure accurate component identification and part traceability. While the serial number aligns part information to a unit, details like the installation date or installer are not captured unless provided during registration.

The registration process requires a **validated serial number*** to ensure accuracy and prevent duplicate entries. If the serial number is not valid, the user receives a notification. If a valid serial number is entered in the portal, the model number will auto-populate.

Users are then able to input the installation date and provide critical customer-oriented details such as whether the unit is for commercial or residential use, the location, the purchasing source, and the technician or company who installed it.

Once the serial number and other details are entered, the Nomad platform syncs with the unit's bill of materials, giving distributors, installers, and support teams access to component serial numbers, installation dates, warranty status, claims history, and associated parts, while Enertech retains full warranty ownership.

"By tying the main serial number to the components' serials, the system ensures traceability, simplifies warranty management, and guarantees that the information remains accurate throughout the unit's lifecycle."

The screenshot shows the Enertech mobile app interface for warranty registration. At the top is the Enertech logo with the tagline 'ENERGY + TECHNOLOGY'. Below the logo is a 'Take the Tour!' link. The main heading is 'Is this an Initial Registration or an Ownership Transfer?' with two radio button options: 'Initial Registration' (selected) and 'Ownership Transfer'. Below this is the 'Warranty Registration' section. It contains a 'Product Information' subsection with three input fields: 'Serial Number' (with a red asterisk), 'Install Date' (with a red asterisk and a calendar icon), and 'Model Number' (with a red asterisk). Below these fields is a question 'Would you like to register multiple products at once?' with a '+ REGISTER ANOTHER PRODUCT' button. The bottom section is 'Purchaser Information' with a 'Building Type' dropdown menu currently set to 'Residential'.

Enertech Global - registration page - mobile

The Solution - continued

Nomad's ability to sync with the bill of materials is crucial because even units of the same model can have slight variations in their parts due to customizations or installation adjustments. For instance, one unit might require a larger air coil, a different filter grade, or a repositioned motor to meet specific installation needs. The unique serial numbers assigned to each unit capture these differences, ensuring accurate tracking and precise component identification.

"The model and serial numbers work together to ensure accurate records, even accounting for unique component variations within the unit."

**Entertech employs a detailed encoding process to maintain the accuracy and integrity of its model numbers. Each model number is more than just an identifier—it serves as a roadmap to the components that should make up a specific unit. Serial numbers tie directly to a model number, which in turn is linked to a specific bill of materials. For example, a model number—say GXT048A11MM1CSS—contains encoded information about the unit's key components. For example "MM1" may be the compressor type while "GXT," "048A," and "CSS" could correspond to installation area or type of fan system or housing, etc. This encoding process allows Entertech to ensure that every unit is uniquely identified while maintaining a clear connection to its components.*

The screenshot displays the Entertech website interface. At the top, the Entertech logo is on the left, and navigation links for Professionals, Careers, About, and Contact are on the right. Below this, a phone number (618) 664-9010 and additional links for Support, Marketing, and Products are visible. The main banner features a warm image of a woman and a child in a tent, with the text 'WELCOME TO THE ENERTECH SUPPORT WEBSITE'. Below the banner, there's a 'PARTS GENERATOR' section with a search input field and a button. A note below the input field states: 'Please make sure you have the correct revision letter when entering your model number. Serial numbers will guarantee correct results.' At the bottom, a dark navigation bar contains six icons and labels: Warranty, Embedded Parts Generator, Finance Programs, Sales, Marketing & Literature, and Technical Support.

The Solution - continued

A Note About Registered vs. Verified Serial Numbers

Enertech considers a unit validated when its serial number is assigned an encoded model number, ensuring it is recognized within their system. Full registration occurs only when customer details are linked to the unit, providing complete traceability and supporting warranty processes*.

**Warranty processes vary across manufacturers; while some require registration to file a claim, Enertech ensures flexibility by supporting claims even without prior registration.*

Warranty Claims

The warranty claims process built by Nomad integrates seamlessly with Enertech's serial/model number system. Submitting a serial number automatically populates the corresponding model number and gives users immediate access to warranty status, part details, and unit history. Claimants can order replacement parts, specify shipping locations, identify the homeowner, and detail the issue by selecting failure codes from a dropdown menu. They can also provide notes, upload images of the affected components, and view any needed documentation. This streamlined system ensures accurate claims and efficient resolutions.

"Claimants can order replacement parts, specify shipping locations, identify the homeowner, and detail the issue by selecting failure codes from a dropdown menu."

Warranty Updates and Transfers

The Nomad portal simplifies ownership transfers, ensuring accurate warranty records. If a unit's serial number is unregistered, users receive an alert to complete the required registration. Once registered, updating ownership, such as transferring to a new homeowner, is straightforward, keeping records current for updates, recalls, or replacement parts.

The screenshot displays the Enertech Nomad portal interface. At the top, the Enertech logo and navigation links (PROFESSIONALS, CAREERS, ABOUT, CONTACT) are visible. Below the header, a sidebar contains links for SUPPORT, MARKETING, and PRODUCTS. The main content area shows a unit's details: Brand: T = TETCO, Capacity: 072 = 6 Ton Nominal MBTUH, Hot Water: 0 = None, Type: Z = Horizontal, Revision: B = Revision B, Return Air: R = Right Air Return, Stage: T = Two Stage Compressor, Electrical: 2 = 208/230V, 60Hz, 3Ph (Commercial), and Discharge Air: M = Multi-Position Discharge Air. A 'Parts Generator' button is present. A 'Registration' section includes a 'Register Unit' button. Below this, a table lists warranty claims with columns for CONTRACT #, DESCRIPTION, COVERAGE, and EXPIRATION. The table shows a claim for '1st Year Parts Only, No Labor Allowance' with an expiration date of 5/3/2027. A 'Create Warranty Claim' button is prominently displayed on the right side of the interface.

CONTRACT #	DESCRIPTION	COVERAGE	EXPIRATION
96123415	1st Year Parts Only, No Labor Allowance	Material Labor	5/3/2027

+ Create Warranty Claim

The Results

Previously, Enertech's support team fielded constant calls for serial number and part lookups, consuming valuable resources. Now, the portal automates much of this work, significantly decreasing support inquiries and freeing up staff for higher-value tasks. Dealers and distributors can independently manage unit information, track warranty claims, and access technical documents, simplifying their workflows and enhancing after-sale support for the customer.

The portal supports both exclusive and independent dealers, offering custom pricing for key partners while remaining accessible to smaller businesses. By implementing this system, Enertech has improved dealer efficiency, reduced operational burdens, and ensured it can compete effectively against much larger competitors in the heat pump market.



About Nomad eCommerce

Nomad eCommerce is a powerful B2B platform designed specifically for manufacturers, distributors, and wholesalers. Pulling data directly from the ERP and other necessary backend systems (CRM, legacy, third party), Nomad natively supports:

- Native, build-to-order product configurators
 - Seamless account payment and reconciliation portals
 - Complex customer pricing models
 - Seamless checkouts and real-time shipping estimates
- ...and more.

All without workarounds, additional consulting fees, or third-party add-ons.

