Cummins Power Generation Launches PowerSource.com Website For Specific Audiences

Cummins Power Generation has launched a new customer–focused website, now.cumminspowersource.com. The site, which represents a complete overhaul of a previous site, provides online tools, extensive technical documentation, news feeds, blog posts and online forums designed to deliver useful information to four distinct industry groups:

• Consulting-Specifying Engineers (CSEs)
• Fire Chiefs and Fire Truck Engineers
• Naval Architects/Marine Engineers
• Electrical Contractors

The site is open to anyone to read, but use of the online library and tools requires registration to open an account.

“We recognized the need for a robust website that would serve several distinct audiences,” said Philippe Guyony, executive director, Product and Global Marketing for Cummins Power Generation. “And we knew that our technical documentation is unmatched—including drawings, installation and application manuals, data sheets and certificates. So we created an online portal to make that technical information easier to find and use.”

The site also has a range of online tools, such as the Power Suite Technical Library and Spec Writer, as well as case histories, Videos, industry news, blog feeds and a discussion forum. The forum has contributions from Cummins employees and distributors with hands-on experience, and it has an engineering team that provides answers to technical questions.

The site is organized so that each audience has a unique landing page and easy access to what is relevant to them. “There is no extraneous material for them to wade through,” said Guyony. “The goal is to foster lively and growing communities of interest focused on these products and applications.”

To request a PowerSource account, visit now.cumminspowersource.com.