

AUTOPowerBI - SALES ANALYSIS CASE STUDY

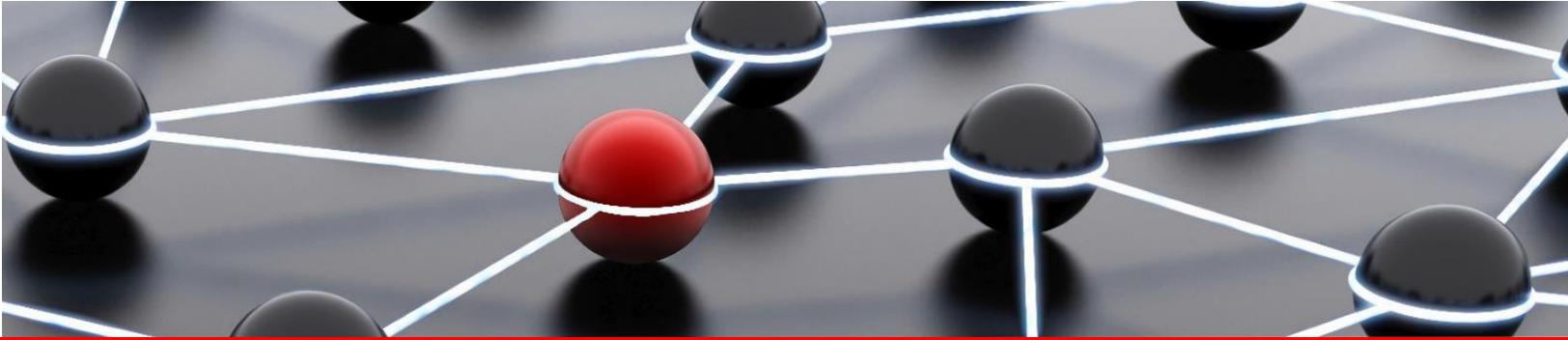
Fleet Products Improves Sales Efficiency with the AutoPowerBI Sales Analysis Solution



Overview:

Founded in 1985, Tampa-based Fleet Products has evolved into a state-of-the-art distributor of parts and supplies dedicated to meeting the demanding requirements of today's industrial, construction, over the road and governmental fleet operations. The company offers a full line of parts for vehicles, trailers and equipment ranging from small engine through class 8 trucks.

Fleet Products expanded to 2 additional locations in Clearwater and Lakeland, maintaining over \$5 million in inventory in the three locations, with access to an additional \$25 million in inventory through channel partner suppliers. The fill rate on orders is an impressive unprecedented 98 percent. The company serves the market with a combined force of 30 inside and outside parts professionals and a fleet of over 50 delivery trucks.



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Challenge:

In an relentless effort to grow sales, be competitive and continuously enhance the efficiency of its sales operations, Fleet Products management sought a solution that would provide improved visibility into sales and profitability across multiple variables. The company had invested in a sales performance software program that made promises to that effect, but quickly discovered significant shortcomings. According to company president Stace Williams, in addition to being expensive, the software required tedious data discovery processes, was difficult to learn and failed to provide useful analysis and promised CRM functionality. So, the challenge persisted: the company was sitting on a wealth of sales data, but had no way to effectively interpret and leverage it to achieve business objectives.

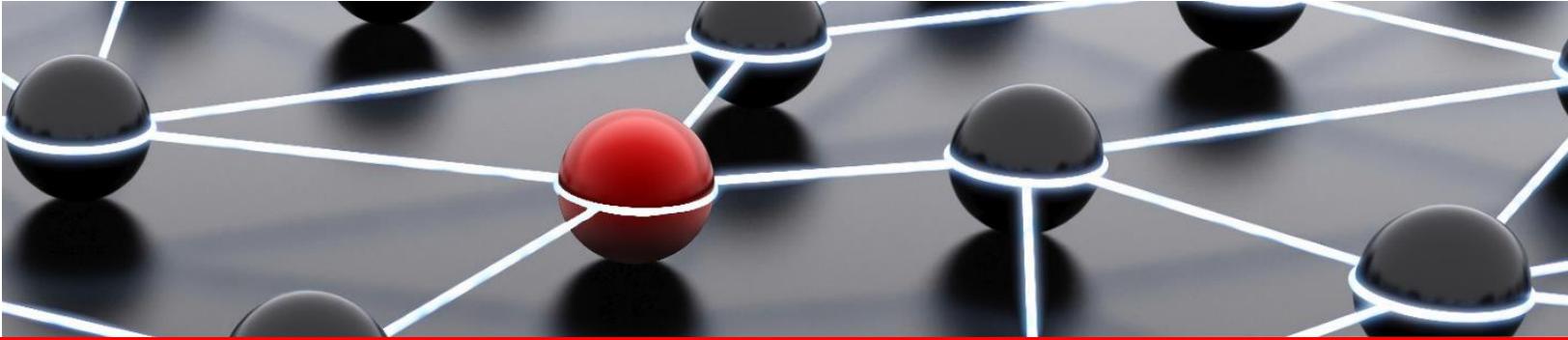
Solution:



Sales Analysis

As long-time users of the AutoPower Business System, Fleet Product's management was approached by AutoPower Corporation to participate in a pilot deployment of the AutoPowerBI Sales

Analysis Solution—the first component of the new browser-based advanced reporting and business intelligence platform. Because the solution was designed to tap directly into the vast store of sales data that was already present in the distributor's AutoPower System, no data entry or normalization was required. And because it was integrated with the proven architecture of Microsoft's robust PowerBI platform, the solution offered exceptional functionality and ease of use. As a result, the solution was installed and in productive use within a few days, with minimum training required.



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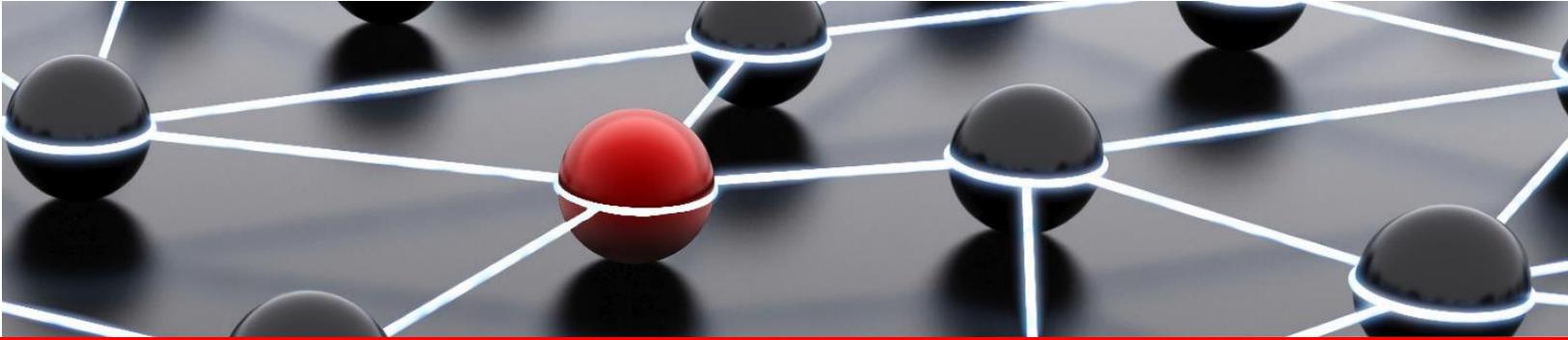
Results:

After six months using the AutoPowerBI Sales Analysis Solution, Fleet Product's Stace Williams and operations leader Robert Langley are true believers, citing an array of benefits, including:

- A 90% reduction in the time and effort to conduct customer evaluations
- A clearer view of customer purchasing patterns, which has improved inventory management
- Better analysis of why customers move from some manufacturers to others
- Early warning of when competitors are encroaching by price cutting

According to Langley, what has been most impressive is the range of value that the system provides--from the strategic aggregate view, down to important tactical and actionable, details. "For the first time, we have a dashboard view of our sales operations that not only provides an accurate and very fast overall briefing, but reveals important nuances that would normally go undetected," said Langley "For instance, a customer's overall sales may appear level over a period of time, but their increased purchase of some product categories may mask a decline elsewhere and we would never have noticed it."

Additionally, Langley and Williams indicated the intuitive nature of the solution's dynamic report layouts and the functionality of the time-period slicers were especially valuable in managing their sales operations. They plan to incorporate more of the Sales Analysis Solution's functions into their sales management processes and expand system access to inside and outside sales personnel. They also look forward to adding the AutoPowerBI Inventory Analysis component as soon as it's released.



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