

# Action Car and Truck Enhances Efficiencies and Growth with SYSPRO

## At a Glance

### ORGANIZATION



### KEY CHALLENGE

- Transitioning from Impact Award to SYSPRO ERP
- Transforming from a manufacturing and distribution operation to retail and warehouse distribution

### KEY BENEFIT

- The ability to adjust the software to fit the business and tailor the processes as needed
- Close working relationship with the SYSPRO VAR
- Enhanced customer service
- Improved supply chain efficiency

### INDUSTRY

Automotive Parts and Accessories

### SOLUTION

SYSPRO ERP

## Customer Profile

Action Car and Truck Accessories sells aftermarket auto accessories, provides installation services, and performs fleet vehicle up-fitting. Headquartered in Moncton, New Brunswick, the company employs more than 200 people working out of 33 retail locations (including five franchise operations), two primary distribution centers in New Brunswick and Ontario, and two satellite centers in Manitoba and Newfoundland. In addition to supplying its retail customers, Action Car and Truck Accessories is a warehouse distributor supplying car dealerships and jobbers. The company markets its goods across Canada.

## The Business Challenge

CFO Beverley Thomas has been with Action Car and Truck Accessories since 1998. "When I arrived, the company had recently implemented Impact Award (an early version of SYSPRO ERP). I'd been using Impact Award for a couple of years at another company, and I initially came in to help with the transition from the previous software," Thomas says.

In 1998, Action Car and Truck Accessories was a manufacturing and distribution operation with a minimal retail presence. Over the next 10 years, that relationship switched completely, with retail and warehouse distribution becoming the company's bread-and-butter and manufacturing taking a back seat. In 2007, Action Car and Truck Accessories exited the manufacturing business.

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*A big part of our goal is to make our business processes more efficient. Ultimately, we want to become more efficient so we can continue to grow, and SYSPRO helps us do that.*

– **Beverley Thomas**, Chief Financial Officer, Action Car and Truck Accessories



## The Solution

At that time, the company considered switching from SYSPRO to a more retail-oriented ERP system. "In the end, however, we decided to stick with SYSPRO. We're an SKU-intensive company, and a purely retail system might not take care of our supply chain as well as SYSPRO does. In addition, as SYSPRO evolves it becomes increasingly accommodating to our needs as a retailer. And finally, SYSPRO is highly customizable. Having the liberty to adjust the software to fit our business gave us the liberty to tailor the processes we needed," Thomas says.

## The Outcome

Over the years, Action Car and Truck Accessories has built a close working relationship with the SYSPRO Value Added Reseller (VAR) in Halifax. "Our SYSPRO VAR has been with us since I've been here," Thomas says. "They know our business very well, which is a huge benefit."

Recently, the VAR helped Action Car and Truck Accessories update its website, which now hosts portals for both business-to-business (B2B) and business-to-consumer (B2C) transactions, with everything linked into the company's SYSPRO live data.

"We have approximately 250,000 SKUs in our database, 150,000 of which are active. Our customers can check inventory and search for parts by year, make and model, which is very important. Our B2B customers can submit orders and the product is shipped as per shipping instructions. B2C customers can have parts shipped direct, and will soon be able to have them shipped to one of our retail outlets for pick-up."

The company is currently in the process of updating its system with several additional SYSPRO modules. With 150,000 active SKUs, Action Car and Truck Accessories believes that SYSPRO's bar-coding solution will help it

optimize the efficiency of its supply chain and inventory management processes. The solution will be implemented in the company's retail operations to allow scanning at point of sale.

"We're also in the process of installing SYSPRO's Business Analytics module," Thomas says. "That will give us the ability to understand some of our metrics at a glance, and help us see business areas that we need to focus on. In addition, we recently set up the Electronic Funds Transfer module. At the moment we're testing it on a small group of suppliers, but they are finding it useful, and we'll be rolling it out as fast as we can."

In the near future, Action Car and Truck Accessories is considering the implementation of SYSPRO's Inventory Optimization and Trade Promotions modules. "The Inventory Optimization module will hopefully get us to the next level. We need to reduce our overstock, arrive at an ideal amount of inventory based on sales forecasts, and not carry obsolete inventory," Thomas says. "We're also going to look at the Trade Promotions module. We have our retail pricing, but we also have other classifications of customers (dealers, jobbers, fleets), regional pricing, customer specials, and rebates and discounts, which means that we need to have a lot of flexibility in pricing."

According to Thomas, Action Car and Truck Accessories is looking forward to continued expansion and profitability. "Of course, the hope is that implementing new SYSPRO modules will save us money," she says. "However, a big part of our goal is to make our business processes more efficient, and to eliminate the few remaining manual operations that tend to slow us down. Ultimately, we want to become more efficient so we can continue to grow, and SYSPRO helps us do that."





## About SYSPRO

SYSPRO is a leading, global Enterprise Resource Planning (ERP) software provider, specializing in key manufacturing and distribution industries. Our Industry-built solutions and services are designed to make things possible.

SYSPRO's ERP solution empowers customers to take the next step – whether it is expanding into new territories, adding new product lines, transforming business processes, or driving innovation. Through our ERP software, customers gain access to solutions, processes, and tools to assist in the management of data for key business insights and informed decision making. The solution is scalable and can be deployed in the cloud, on-premise, or both, and accessed via the web on any device to provide customers with choice and flexibility.

As a trusted advisor, SYSPRO remains focused on the success of partners and customers. With a strong commitment to channel partner growth, SYSPRO customers are backed by a team of global experts that drive maximum value out of IT systems and business solutions. We are committed to addressing the unique needs of our customers, enabling them to easily adapt and remain resilient. Our evolving solutions are aligned with industry trends and leverage emerging technologies that will enable partners and customers to secure a digital future and to gain a competitive advantage.

Learn more about SYSPRO's solutions for the manufacturing industry. [Click here](#), or contact us on [info@ca.syspro.com](mailto:info@ca.syspro.com)

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