

# ADVIC BEARING INCREASE

# AND AUTO RELIES ON ACONNEX TO SALES, REDUCE COST AND EXPAND TRADE AREA



For Advic Bearing and Auto (Advic), operating in rural Manitoba for more than 30 years, technology has consistently helped drive business success. Operating on the cutting edge of business technology, owners Brian, Bruce and Brad Brezden are long-term Activant users, currently relying on Activant Prism™ as their business management system.

## PROFILE

**Headquarters:** Dauphin, Manitoba, Canada

**Sales Breakdown:** 65% wholesale, 35% retail

**Number of Employees:** 17

**Locations:** 2

**Founded:** 1974

**Affiliation:** Auto Sense

**“Since implementing AConneX, our e-Commerce sales increased 125%, growing to 20% of our total business in six months. AConneX is critical for gaining market share.”**

BRIAN BREZDEN  
CO-OWNER

ADVIC BEARING AND AUTO

Users of Telepart connectivity on their previous system, Advic had been taking orders electronically for several years. To fully exploit their e-Commerce potential, they needed a faster, easier-to-install solution for their customers and the ability to connect to their suppliers. Early in 2004, Advic upgraded their Prism system with AConneX® Internet connectivity.

### **Fast, Easy Connection for Installers and Suppliers**

“It’s easy to get installers to use AConneX,” asserts Brad Brezden, co-owner Advic Bearing and Auto. “It’s actually much easier to get customers running on AConneX than it was on Telepart, which required computer savvy and some complex setup. We simply talk a new AConneX user through his setup over the phone. We get it running in a few minutes and they use it immediately. Some of our shops were initially worried about online security and the possibility of viruses. But, our firewall has worked well and we’ve had no problems.”

AConneX Internet connectivity delivers 24/7, fast, easy-to-use connection to garage customers and virtually instantaneous part inquiry connection to warehouse suppliers. “AConneX is more than selling to garages. We use warehouse inquiry to check part availability and price in six fellow independent Auto Sense stores and two WDs. It’s so fast, we don’t have to call the customer back. We don’t even have to ask him to wait. We can check while he’s on the phone or at the counter,” states Bruce Brezden, co-owner, Advic Bearing and Auto.

Connecting with the warehouse to check part availability is now so fast Advic’s customers don’t even know they are doing it. “When installers connect to us for a part we don’t have, AConneX automatically checks our associated locations. If one of them has the part, the installer can still order with one mouse click. It keeps installers from going to the competition. What’s more, returns are down by 15% due in large measure to shops ordering their own parts and having to answer the catalog questions correctly,” continues Bruce.

In addition, AConneX and the Internet have dramatically expanded Advic’s trade area. “We have a regular customer that is 800 miles away!” exclaims Bruce.

### Revenue and Productivity Increases Fuel Expansion

E-Commerce sales have increased dramatically and are still growing. "Since implementing AConneX, our e-Commerce sales increased 125%, growing to 20% of our total business in six months. That's double what it was with Telepart. At the same time, AConneX saves us money by doing the volume of almost 1½ full time countermen. It frees up our counter staff to generate other sales as well as spend time with retail customers," explains Brian Brezden, co-owner, Advic Bearing and Auto. "AConneX reduces the time we spend explaining part choices to garages over the phone and we find that shops up-sell themselves more often when they buy online. They buy more name brand instead of white box."

Advic management now has time to devote to other areas of the business. "Spending less time working on the counter has allowed us to add a new branch location to our business and diversify product offerings outside automotive. AConneX is critical for gaining market share. We recommend AConneX to everyone. It's the future," concludes Brian.



AConneX Internet connectivity delivers 24/7, fast, easy-to-use connection to garage customers and virtually instantaneous part inquiry connection to warehouse suppliers.

### ABOUT ACTIVANT

Activant, a leading technology provider of business management solutions serving small and medium-sized businesses, offers customers tailored proprietary software, professional services, content, supply chain connectivity, and analytics. Activant's systems are designed to help customers increase sales, boost productivity, operate more cost-efficiently, improve inventory turns and enhance trading partner relationships.

**To learn more about this or other  
Activant products and services,  
please call 888.463.4700.**



Activant Solutions Inc. • 7683 Southfront Road • Livermore, CA 94551  
Phone: 888.448.2636 • E-mail: [automotive.marketing@activant.com](mailto:automotive.marketing@activant.com) • [www.activant.com](http://www.activant.com)

©2006 Activant Solutions Inc. All rights reserved. Activant, Activant AConneX and the Activant Logo are registered trademarks of Activant Solutions Inc. All other company or product names are trademarks or registered trademarks of their respective companies.

06SSADVIC