

WHOLESALE DISTRIBUTOR SEES 10-15% PRODUCTIVITY GAINS

WITH LASERCAT FOR WINDOWS



PROFILE

Headquarters: Anaheim, California

Number of Employees: 260

Locations: 9

Founded: 1971

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MAX MADRIGAL
TECHNOLOGY DIRECTOR
CAL-STATE AUTO PARTS

New Initiatives for New Markets

With nine locations in California and Nevada, Cal-State Auto Parts has become a leading warehouse distributor (WD) for the ACDelco® and Motorcraft® national groups. The company has 260 employees. Traditionally focused on General Motors and Ford car dealerships, the company has

recently expanded their business with jobbers, service chains, and independent service dealers. As a result of new initiatives and the willingness to devote more technology and resources to expansion opportunities, Cal-State’s customer base has steadily grown every year.

The Challenge

Cal-State was dedicated to growth, but they knew that adding new markets with jobbers, service chains, and independent service dealers to their traditional service dealer market would require the most comprehensive catalog they could find.

Max Madrigal, Technology Director, explains that dealerships usually knew the part number they needed. “Counterpersons are essentially just order takers with our car dealerships,” he says. “However, with the undercar and jobber businesses, counter personnel have to lookup the applications and provide more information on the spot. An incomplete application can mean a lost sale”.

Cal-State had worked before with Activant LaserCat® for Windows, but for comparison’s sake, they decided to try two other competitive systems.

The Result...An eCatalog that Out-Shined the Competition

“We found them totally useless,” says Max. “It became clear that only Activant offered the level of catalog information Cal-State requires.”

Looking forward, there are plans to strengthen their online presence by adding Cover-to-Cover®. “We are very excited about Cover-to-Cover and what it offers in helping us continue the challenge of outpacing our competitors,” says Max.

The Activant Solution

The company went back to the easy-to-use, Windows-based LaserCat system.

LaserCat offered Cal-State a range of powerful products including:

- PartExpert®, the most comprehensive parts eCatalog in the industry
- InterChange®, an electronic cross-reference database for part exchanges
- All Lines, an eCatalog feature for outsourcing non-inventory parts effectively
- BuyerAssist®, a comprehensive electronic buyer’s guide to help optimize inventories
- LaborExpert®, a fast, accurate, labor estimating database that can be used on a dial-in basis by service providers
- Service Intervals Plus, a database of Original Equipment Manufacturer (OEM) recommended scheduled maintenance intervals
- And Tire-By-Size, a powerful tool for accessing tires by size or vehicle for over 60 major tire brands



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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 800.380.9015.



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