

# PRISM AND ACONNEX HELP DISTRIBUTOR STAY AHEAD OF THE GAME



## Still Going Strong After 90 Years in Business

Still going strong after 90 years in business. Surviving for nearly a century is a significant business success in itself, yet success at Eastern Automotive Warehousing in Fredericton, New Brunswick, now also includes winning the 2004 Chamber of Commerce Business Excellence Award by a vote of its peers. Eastern Automotive is an alliance member with 35 employees servicing one corporate store and 11 Associate Auto Value Stores. The corporate store business is split 70% wholesale and 30% retail.

### EASTERN AUTOMOTIVE WAREHOUSING

Headquarters:  
Fredericton, New Brunswick,  
Canada

David Vaughan,  
Sales and Marketing Manager  
Alliance Member

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David Vaughan,  
Sales and Marketing Manager

### The Challenge

David Vaughan, sales and marketing manager and a fifth-generation owner of the 90-year-old business understands what is required to keep the business growing and profitable. A little more than a year ago, Eastern realized they needed to make a change to their business management system. Vaughan explains, "The Eclipse™ system we had for the past four or five years was not capable of moving us forward, especially in the area of Internet connectivity. Eastern Automotive has 12 independents that buy from them, each with their own computer systems. Streamlining the inquiry and purchasing process is an important part of reducing everyone's expense and increasing productivity. Eclipse was a good jobber system, but with today's demands they needed more functionality in order to keep growing their business.

### The Activant Solution

Vaughan continues, "We went with Activant PRISM™ because our Activant account manager understands our business and came up with the right system for us. We have a lot of confidence in Activant. Everyone in our group uses them."

PRISM gives the salesmen at Eastern Automotive better tools to sell the correct parts. "The pictures in the parts catalog, like exhaust diagrams, make our countermen much more efficient, and that will improve even more when the next-generation catalog arrives with greater line coverage. PRISM will keep making our lives easier," says Vaughan.

Purchasing is also more accurate using PRISM. Sales history can be measured by month and purchasing adjusted for seasonal trends. This way Eastern can buy only what they need when they need it. It has also cut down the time spent receiving and posting inventory. "It used to take us an hour to check in a couple of pallets, then up to two or three hours to post it. PRISM's Barcode Receiving has cut the check-in time in half and posting is almost immediate. Multiply that by nine or 10 shipments every day and we're saving a lot of time," said Vaughan. Eastern is growing dramatically, their inventory is way up and they are receiving more shipments, but they can accommodate all this without hiring thanks to the PRISM system. "If we were still doing it manually, it would require three or four more people," adds Vaughan.



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### Instant Access to Parts Availability

Doing business over the Internet using Activant AConneX® is very important to Eastern Automotive and is helping increase parts sales. Now their customers have instant access to everything they carry. One happy customer just told Vaughan, "AConneX is an unbelievable tool. I can see parts now that I didn't even know you had."

Vaughan calculates that AConneX handles the same sales volume today as his best counterman. "I have customers who started buying \$200 a month a short while ago and are now doing around \$7,000 a month. I believe we can do 25% of our jobber business through AConneX." Additionally, AConneX frees up their parts professionals to help other customers who need their expertise. Due to the efficiency of AConneX, they will not need to replace some of their more senior countermen as they retire over the next few years. Eastern is also selling to shops over the Internet. They are working with AutoComLink and Protractor, both excellent companies with easy-to-use programs.

### The Results Speak For Themselves

Not only have Eastern Automotive seen great productivity, efficiency and sales gains using PRISM and AConneX, but they are extremely happy with Activant's technical support. "PRISM online and Advice Line technical support have made our lives a lot easier. I recommend PRISM and AConneX to my associates. It's a great system."



### ADDING UP THE BENEFITS

For Eastern Automotive, Activant's solutions have delivered solid benefits helping to drive sales and profitability.

- Improve sales accuracy and efficiency with online next-generation catalogs
- Increase customer satisfaction with faster response and broader access to parts availability using the Internet
- Significantly reduce inventory receiving and posting time through barcode receiving
- Better utilize staffing resources and reduce overall headcount requirements



**ACTIVANT™**

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