

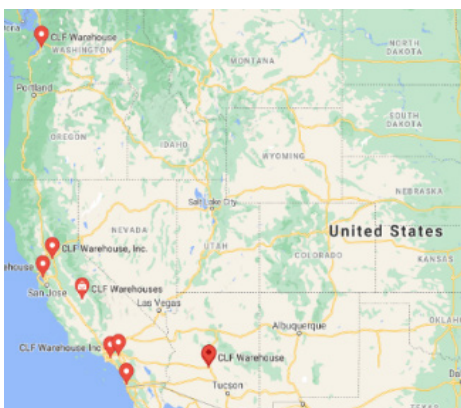
AUTOPOWERBI - SALES ANALYSIS CASE STUDY

CLF Warehouse Inc. Enables Sales Team with Mobile AutoPowerBI Sales Analysis Solution



Overview:

Founded in 1972, CLF Warehouse, Inc. has grown into a major independent wholesale aftermarket supplier of heavy-duty and midrange truck parts. Headquartered in Whittier, CA, the Company now incorporates seven locations that serve a customer base of approximately 18,000 dealerships, independent parts stores, and repair facilities across North America.

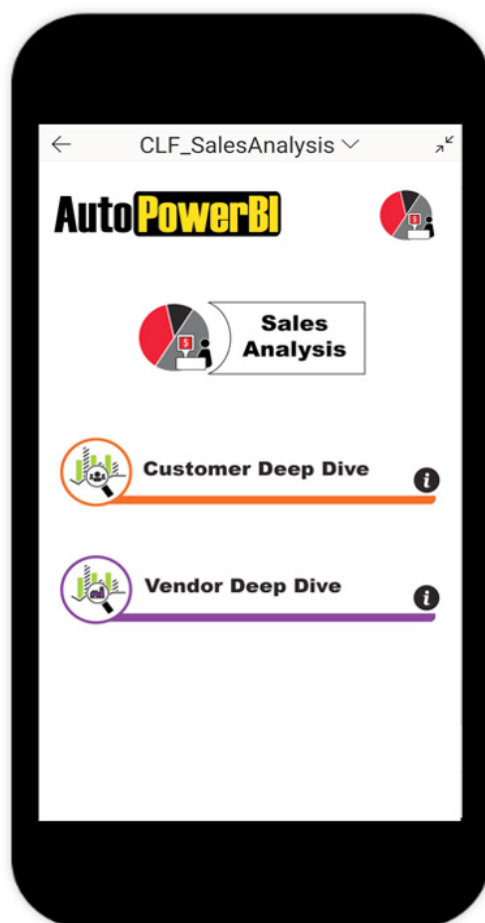


CLF Warehouse maintains an impressive \$3 million inventory comprising 50 product lines of premium brand truck parts and accessory products from industry-leading suppliers and manufacturers. Customers receive tailored service from a staff of 12 inside customer and parts specialists and a team of nine field sales representatives.

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Challenge:

As a long-time user of the AutoPower System, CLF was sitting on a wealth of sales data stored in the System, but had no way to exploit it to achieve business objectives. CLF management wanted to create system transparency to enable their geographically diverse sales team to easily access and leverage that data to enhance sales productivity and customer service insights. Thus, there was a need to connect the sales teams' smart phones to the large volumes of customer and vendor sales data--both current and historical--stored in the AutoPower System. Management understood that the wealth of sales data would unlock hidden sales potentials and trends that could dramatically boost the productivity of their sales team. So, the challenge was how to easily and economically impliment a mobile sales analysis and enablement strategy.



Solution:

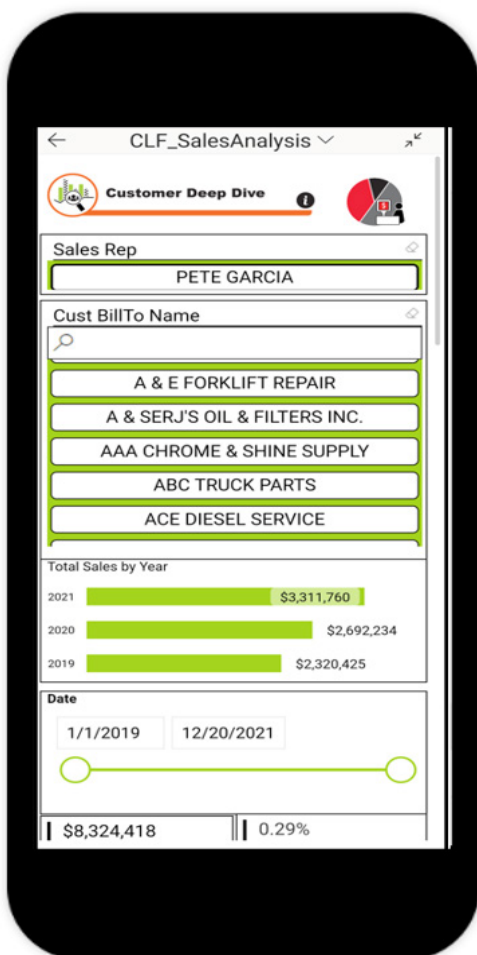
Tackling the challenge head-on, CLF management elected to participate in a pilot deployment of the AutoPowerBI Sales Analysis solution-- the first component of the new browser-based advanced reporting and business intelligence platform. It provided specific mobile touch-enabled reports to help their sales team's focus on customer trends and new insights. These dynamic near-real-time reports and visulations display directly on any smart mobile phone connected to a carrier's data network or wifi-network.

Because the solution was designed to tap directly into the vast store of sales data that was already present in the 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 the sales team was trained very rapidly—with the "time to benefit" totaling less than 30 days.

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Results:

After three months using the AutoPowerBI Mobile Sales Analysis Solution, CLF's Sales Manager Carl Josey is a true believer "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." He said. "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," He cited an array of strategic benefits, including:



- A 90% reduction in the time and effort to conduct customer evaluations:

The intuitive nature of the solution's dynamic desktop and mobile report layouts and the functionality of the time-period slicers are especially valuable in helping sales reps better manage—and accelerate—their sales processes. The reports display key performance indicators (KPIs) with very speedy drill-down functionality at the fingertips of each sales representative. Reps can now see detailed sales trends for individual customers at a glance and use that data to make interactions with customers more timely and relevant to their changing needs.

- A dramatically improved ability to recognize the relationship between sales volume and sales potential:

With a view of both customers and specific vendors, a sales rep can now see that a customer with high sales volume may actually be limiting purchases to a narrow range of the hundreds of products available from CLF—triggering a sharper focus on

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hidden opportunities. Or, in another case, 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, which would have otherwise gone unnoticed.

- Advanced insight and analysis of profitability:

Empowered by the capability to correlate multiple data points (including purchasing volume by product, number of invoices, etc.) over any selected time period, the CLF management and sales organization can now track each customer's contribution to net profit.

soon as it's released.



- Improved business operations and competitiveness:

In addition to improving and streamlining sales operations, the ability to leverage its deep store of data provides CLF broader business advantages, including

- Better inventory management, thanks to a clearer view of customer purchasing patterns.
- Better analysis of why customers move from some manufacturers to others.
- Early warning of when competitors are encroaching by price cutting.

According to Josey, CLF plans to incorporate more of the Sales Analysis Solution's functions into their sales management processes with system access to inside and outside sales personnel. They also look forward to adding the other AutoPowerBI Analysis components in the future.



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About AutoPower Corporation

For more than four decades, AutoPower has been the leader in providing “Profit by Intention” integrated business systems for the Aftermarket Distribution and Service Industry. The Company’s solutions provide new levels of supply-chain efficiency necessary for the profitable heavy-duty and automotive parts distributor. AutoPower’s applications provide single and multi-branch functions along with powerful technologies to optimize business effectiveness and profitability. Headquartered in Lake Mary, Florida, AutoPower Corporation serves a nationwide customer base of single and multi-Branch heavy duty truck and automotive aftermarket warehouse distributors, heavy-duty vehicle service and repair centers, assembly rebuilders, and truck and equipment installers.



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