AUTO DISTRIBUTOR STREAMLINES DATA FROM 7 ERPS TO REDUCE INVENTORY COSTS BY 25%

CUSTOMER PROFILE

A mid-market automotive aftermarket distributor based in the Southeast grew rapidly and found itself operating with 7 separate ERP systems. It supplies major, household-name brands through its network of 15 fulfillment centers, with in-house manufacturing at most of these locations.

Its large buying team struggled to coordinate inventory allocation, meet customer demand, and account for seasonal variations in different regions. The company needed clearer visibility into its inventory across each location/tier to forecast more accurately and minimize overstock situations or lost sales.

> " WE COULD NOT RUN OUR BUSINESS WITHOUT BLUE RIDGE." – VP, Supply Chain

BLUE RIDGE

CHALLENGE

The company prioritized rapid growth by investing in tech and acquiring new employees. However, without a plan for data integration, these systems remain siloed.

SOLUTION

Blue Ridge consolidated product availability, location, and stock level data from each ERP for a better, more accurate forecast.

RESULT

$5.5 M
ANNUALIZED VALUE

<1YR
PAYBACK PERIOD

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BE SUPPLY CHAIN
INVINCIBLE

> ❝ WITH BLUE RIDGE, WE INSTITUTED A COMPLETE PROCESS IMPROVEMENT AROUND FORECASTING, SIMPLIFYING THE PROCESS AND MAKING IT MORE CONSISTENT, WHICH HAS CERTAINLY IMPROVED FORECAST ACCURACY.❞

INDUSTRY LANDSCAPE

Distribution and manufacturing in the automotive industry is a complex blend of tradition and change. While demand remains strong, economic fluctuations can impact consumer spending. The rise of electric vehicles requires distributors to adapt their inventory focus and stock a broader range of products. Supply chains face ongoing disruptions, demanding agility and strategic partnerships. Mastering data and leveraging technology are crucial for optimizing fulfillment and staying competitive.

THE BLUE RIDGE DIFFERENCE

Before implementing Blue Ridge, this distributor faced challenges with a complex set of systems. Processing orders was a time-consuming task, requiring a large team. **Buyers spent a significant portion of their time, around 80%, simply building orders, limiting their ability to focus on strategic planning.** Additionally, the lack of a unified system made accurate forecasting extremely difficult.

Blue Ridge transformed their operations. A single, streamlined application replaced the fragmented systems, allowing a smaller, expert team to manage orders across all locations efficiently.

- Demand planning and purchasing efforts were reduced by 68%
- AI/ML was used to auto-classify and auto-select the best-fit forecast for each SKU and continually improved forecast accuracy
- The team became empowered to analyze and optimize inventory levels across their network, enabling real-time collaboration with suppliers
- An annualized value of these efforts of $5.5M was realized, and the payback period for the software was less than 1 year
- Overall inventory costs were reduced by 25%

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