

**Solution: Bamboo Rose Trade Solutions**

**Industry: Wholesale, Retail**

# Case Study: Genuine Parts Company

Genuine Parts Company (GPC) is a service organization that distributes automotive replacement parts, industrial replacement parts, office products, and electrical and electronic materials. GPC has a distribution network of over 2,650 operations located throughout the United States, Canada, Mexico, the Caribbean, Australia, New Zealand, China and other emerging global markets and employs more than 39,000 people.



## Company Stats

Annual Revenue: \$16B+

Suppliers: 2,000+

Sell Channels: Retail, online

Global Stores: 2,650+

GPC is a service organization engaged in the distribution of automotive & industrial replacement parts, office products and electrical/electronic materials. The Company serves tens of thousands of customers from more than 2,650 operations and has approximately 39,600 employees. GPC's commitment and reputation for just-in-time service position us as a critical partner in our customers' success.

## Results with Bamboo Rose

GPC sourcing and costing operations have been more efficient, accurate and have reduced cycle times.

The GPC sourcing team has increased its profitable private label business. And by having a centralized sourcing and costing solution, GPC has been able to source its products and materials from competitive, lower cost suppliers and taken advantage of the its combined buying power and leverage when negotiating prices and programs with suppliers.

Additional benefits include:

### ➔ GREATER PRODUCTIVITY

GPC's Sourcing office was able to keep current staff and not double or triple to achieve the same outcome.

### ➔ HIGHER MARGINS

New direct communication with suppliers and vendors led to 10–20% margin improvement.

### ➔ SIGNIFICANT TIME SAVINGS

Simplified and automated the Purchase Order and follow-up process.

### ➔ STREAMLINED COSTS

Create their own offshore sourcing office, enabling them to streamline overall costs.

### ➔ INCREASED CUSTOMER SATISFACTION

GPC is able to monitor production cycles and lead times minimizing stock shortages resulting in higher fill rates.

### ➔ REDUCED MANUAL INPUT

Reduced reliance on emails/spreadsheets and allowed GPC to manage by exception.

### ➔ REDUCED FREIGHT COSTS

Eliminated the miscalculation of over or under full container load at time of shipment from the factory.

### ➔ ENHANCED VENDOR COMMUNICATION

Hundreds of vendors are on the system ensuring greater visibility and real-time communication.

[Explore the Challenges](#) ➔



Bamboo Rose is the only Global Trade Management system used by the GPC sourcing office and our corporate subsidiaries. The system has greatly enhanced accuracy, communication, and visibility within our international supply chain.

– Phil Hekman, Director of Global Sourcing

## The Challenge

GPC has four companies, NAPA Auto Parts, Motion Industries Industrial Parts, SP Richards Office Products, and EIS Materials Group. Each division had its own sourcing group and was sourcing products and materials independently. In addition, most of the private brand buying was taking place using agents, which led to higher costs, challenges with quality checks, and limited visibility. To add further complexity, quote requests were being stored in a wide assortment of formats, including Excel files, emails and hard copies. All of this made tracking and organizing quotes and purchase orders time consuming, cumbersome, and open to errors. In an effort to scale the private label business, GPC set out to centralize sourcing across the four companies and move to a common system to manage both the process and data.

GPC needed to:

- Scale the private label business
- Centralize sourcing across four divisions
- Move off excel and email

## About Bamboo Rose

Bamboo Rose is the leading multi-enterprise product and supply chain platform connecting the retail community to help retailers and suppliers bring great products to market faster, more efficiently and at higher margins.

Our B2B platform is supported by a digital Marketplace, Product Lifecycle Management, Sourcing, PO Management, Global Trade Management, and Financing, all supported by intelligent engines for optimization, costing, and scheduling across the platform.

Bamboo Rose serves over 250K user members across 85 major retailers, 500 brands, 35,000 suppliers and service providers as they discover, develop, and deliver products @ digital speed. Learn more at [bamboorose.com](http://bamboorose.com) or find us on Twitter at @GoBambooRose.