

Solution: Bamboo Rose Sourcing, Purchase Order, & GTM

Industry: Wholesale, Retail, Distribution

Case Study: Genuine Parts Company

Genuine Parts Company (GPC) is a service organization specializing in the distribution of automotive replacement parts, industrial replacement parts, office products, and electrical and electronic materials. The US-based company's distribution network includes over 8,850 operations and more than 50,000 employees located in North America, Europe, Asia Pacific, and other emerging global markets.



Company Stats

Annual Revenue: \$16B+

Suppliers: 2,000+

Sell Channels: Retail, online

Global Stores: 8,850+

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 employs 39,600 people. GPC's commitment and reputation for just-in-time service positions it as a critical partner in customer success.

Results with Bamboo Rose

10-20%
INCREASE
IN PROFIT MARGINS

100%
INCREASE
IN SOURCING PRODUCTIVITY

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REDUCTION
IN FREIGHT COSTS & STOCK SHORTAGES

The Challenge

GPC, which includes NAPA Auto Parts, Motion Industries Industrial Parts, and EIS Materials Group, sources products from a multitude of suppliers across geographies and distributes parts worldwide through a complex supply chain. Prior to implementing Bamboo Rose, each division had an internal group that sourced products and materials independently. The company used agents for private brand buying, which contributed to higher costs, time-consuming quality checks, and limited supply chain visibility. GPC also stored quote requests in a variety of incompatible formats, including Excel spreadsheets and hard-copy documents. This bogged down quote and purchase order management under layers of manual administrative work. Tracking and organizing quotes and purchase orders became increasingly time intensive as issues with siloed data and human error further inhibited efficiency. As part of an effort to expand its private label business, GPC began the search for a solution that would centralize sourcing as a business service across its companies through a single, common system for process and data management.

GPC need a single solution to:

- ➔ **REDUCE** reliance on manual data entry by adopting a unified, digital collaboration platform
- ➔ **SEAMLESSLY AND QUICKLY** grow its private label business
- ➔ **CENTRALIZE** sourcing operations across all divisions

[Explore the Results](#) ➔



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 without our international supply chain.”

– Phil Hekman, Managing Director

Results with Bamboo Rose

After implementing Bamboo Rose, the GPC sourcing team successfully grew and expanded its strategic private label business. The team is able to onboard, manage, collaborate, and negotiate with hundreds of suppliers across divisions on a single digital platform for greater supply chain visibility and real-time communication. With a single source of truth for sourcing and costing, GPC can now easily identify the suppliers best equipped to support its raw material and product requirements and enter profitable relationships with optimal vendor partners. By eliminating agents and facilitating direct communication with the right suppliers and vendors, the firm has improved margins by 10-20%. GPC also has greater buying power to negotiate lower prices and programs when sourcing both products and materials. Manual order processes have been abandoned in favor of an automated PO management system, contributing to a significant reduction in cycle times, minimized stock shortages, and higher fill rates. Overall, GPC’s sourcing office has doubled its previous output while maintaining current staff levels as a result of these increases in efficiency.

With Bamboo Rose, GPC achieved:

DIRECT COMMUNICATION

with suppliers and vendors, leading to a 10-20% margin improvement

SHORTER CYCLE TIMES

through automated PO management and follow-up processes

LOWER OPERATIONAL COSTS

after creating their own sourcing operations & limiting use of third parties