



## INDUSTRY

Automotive

## GEOGRAPHY

North America

## CHALLENGES

With a pandemic-induced supply chain crunch looming, how could this leading auto parts distributor continue to deliver to its clients on time while avoiding the risk of stockouts in its warehouses?

## SOLUTION

- Axway Amplify API Management Platform
- Axway B2Bi
- Axway Sentinel
- Axway Transfer CFT

## RESULTS

- Automates trading partner integration workflows, enabling fast and efficient order processing
- Delivers four nines uptime for online ordering systems, helping to capture every sales opportunity
- Minimizes the need for manual management, freeing teams to focus on strategic activities
- Offers accurate, timely order data for forecasting, helping to keep warehouse fill rates high

## CUSTOMER CASE STUDY

# U.S. auto parts distributor avoids supply chain crunch

## Enabling on-time delivery throughout the pandemic

Through its large network of warehouses, this auto parts distributor serves dealers across the USA with same-day or next-day delivery for key vehicle components.

A spokesperson for the company elaborates: “Our clients all have different product needs based on the specific regions they operate in. To fulfill every order without creating the risk of stockouts in our warehouses, we must forecast demand accurately and ensure we build in an appropriate buffer against product shortages. We aim to maintain an industry-leading fill rate – allowing us to deliver on time and build trusted relationships with our clients.”

## Avoiding COVID-19 risks

As the COVID-19 pandemic took hold, almost every sector in the USA began to feel the impact. To mitigate the risk of a supply chain crunch in its warehouses, the distributor knew that a resilient and responsive approach to trading partner integration would be more important than ever.

“We work with hundreds of trading partners, and our business volumes with those partners are substantial,” explains the spokesperson. “Despite our large volumes, we rely on a lean team to manage B2B integration for the entire enterprise. To keep our business running smoothly – especially given supply-chain pressures caused by the pandemic – reliable B2B integration processes are essential.”

For more than a decade, the company has trusted Axway solutions to help it communicate and collaborate seamlessly with clients and suppliers. Using B2Bi, the distributor enables a highly automated approach to electronic data interchange (EDI), helping it to identify potential issues rapidly while reducing the need for repetitive management tasks.



Using Transfer CFT, the company facilitates the reliable exchange of data between its B2Bi platform and its ERP system. And with Sentinel, the company's IT team gains the peace of mind that they will receive an immediate alert if any B2B integration process fails.

"Most of our B2B integrations are based on AS2 or SFTP protocols, but we've recently begun to incorporate API-based transfers," says the spokesperson. "In these situations, we use B2Bi to call an API on Amplify API Management Platform, which delivers the files."

## Enabling seamless order processing

Today, almost every order and over 95% of invoices pass through B2Bi. "Most behind-the-scenes data processing happens without any human involvement," confirms the spokesperson. "Once an order has been created, it's sent to one of our warehouse teams to be picked, packed, and forwarded on to our logistics organization or a third-party carrier for delivery to the client. When we receive confirmation via EDI that the delivery is complete, we also use the Axway solution to invoice the client, closing the loop. The efficiency of our trading partner integration process helps us to avoid supply-chain challenges caused by COVID."

The distributor enables dealers to submit orders via a web portal. By integrating the portal with B2Bi, the company offers four nines uptime for order-taking – helping to ensure that every dealer request is captured and processed in a timely manner.

"We offer our clients a price-match guarantee," explains the spokesperson. "We use Salesforce CRM to allow dealers to submit price-match requests, which our teams review and approve for reimbursement. In the past, the end-to-end process relied heavily on manual work, which introduced significant delays. Using B2Bi, we've created a sophisticated workflow that automates many of these previously manual tasks. We've been extremely impressed by the kinds of complex integration use cases we can support with B2Bi."

## Building a resilient business

By harnessing automation and insights from its Axway solutions, the distributor is successfully navigating the new challenges of the post-COVID environment.

"From the second an order is submitted to the moment we send out the advanced shipping notice, no human input is needed – our Axway solutions take care of everything," concludes the spokesperson. "Thanks to automation from B2Bi, our teams can focus on strategic activities such as supply chain planning, helping us to keep our clients stocked with products throughout the pandemic."

“

*Thanks to automation from B2Bi, our teams can focus on strategic activities such as supply chain planning, helping us to keep our clients stocked with products throughout the pandemic.*

Spokesperson, U.S. auto parts distributor

With B2Bi, this distributor can process most client orders with minimal human involvement – freeing employees to focus on strategic planning and helping the organization mitigate the risk of pandemic-related supply chain issues.

Learn more →