GPC Asia Pacific (GPC Group), with turnover exceeding $1.1 billion, is Australasia's largest retailer and trade distributor of aftermarket automotive parts.

GPC Asia Pacific supplies automotive parts, accessories, tools and equipment to both trade professionals and retail consumers through its network of stores and reconditioning workshops.

Across its five business units, GPC Asia Pacific employs more than 3,500 staff and operates over 1,170 outlets, providing their customers with the most complete product range in the industry.

THE BUSINESS CHALLENGE

With over 13,000,000 vehicle parts relationships, GPC Asia Pacific (Repco) manages a catalog of over 1,300,000 items with approximately 50,000 vehicle makes/models. Using legacy systems, it was impossible to share vehicle data and parts information across all of GPC Asia Pacific's business units.

Catalog maintenance was extremely cumbersome and inefficient. Simple tasks, such as branding and promotions, required weeks of data preparation by the cataloging department. GPC Asia Pacific needed a strategy to improve its catalog management processes and eliminate the duplication of effort in parts research and data maintenance. There was also the need to improve customer service and sales execution by providing rich catalog content to all store level staff.

In addition, the Marketing Department needed a system to manage all images and digital assets. The management and storage of this rich content was traditionally outsourced to marketing agencies, making it difficult for employees across the business to access this valuable data for use in merchandising and e-commerce.

PROJECT OBJECTIVES

- Eliminate duplicate research and maintenance of vehicles/parts information across all GPC Asia Pacific business units

- Enable easy access to high quality vehicle and parts information for Repco employees across entire store network

- Improve the quality, accuracy and richness of catalog content across all business units

- Regain possession of images and artwork created by advertising and marketing agencies

- Remove the need to use out-of-date and hard to read printed catalogs at store level

- Enhance capability for emerging e-commerce needs

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THE INNOVIT SOLUTION

Innovit Master Data Management (MDM) enabled GPC Asia Pacific to centralize the maintenance of parts and vehicle application information. Innovit MDM empowered GPC Asia Pacific's staff with a sophisticated platform to cleanse, enrich and prepare catalog data for publications to systems used by staff in customer service, sales promotions and product ranging.

At the store level, service staff can access rich catalog content to help respond to consumer inquiries more effectively. Customers can also self-help by using web-based information kiosks that provide a user-friendly, yet powerful search engine to find the parts they need.

At the head office, Innovit MDM is integrated with Cognose, the data warehouse and ERP system. Synchronized product data across every business unit's ERP system results in higher levels of data integrity and eliminates the duplication of effort in catalog data maintenance. It also ensures accurate business intelligence and reporting.

Numerous product catalogs are produced annually by each GPC Asia Pacific division. Innovit MDM facilitates the publication of catalog content in a variety of formats such as CD-Rom, DVD, internet web site and brochures. This reduces the complexity, inconvenience and the substantial costs of external catalog creation and hosting services.

CONTACT US

To find out how Innovit can assist you with Bringing quality to Master Data, contact us today.

📞 +1 512 730 3800

@ sales@innovit.com

Connect via social media   [f] [t] [in]

innovit

Tel: +1 512 730 3800

Fax: +1 888 478 4438

www.innovit.com

400 Concar Drive
San Mateo, CA 94402,
USA