Case Study: Buy Auto Parts

SNAPFULFIL
Warehouse Management Systems



Customer: **Buy Auto Parts, LLC**
Industry: **Automotive**
Location: **San Diego**
Warehouse size: **45,900 ft²**
Operation: **End-to-end warehouse management**
No. of users: **26**
Length of implementation: **6 weeks**
Integration requirements: **CSV file exchange**

Background

Buy Auto Parts is one of the nation's leading e-commerce and wholesale auto parts companies.

The San Diego-based company offers an extensive selection of auto parts, truck parts, import parts, performance parts and automotive accessories. It has been in business for more than 20 years.

Buy Auto Parts' inventory includes parts from all makes sold in the United States, including Acura, Audi, BMW, Chevrolet, Chrysler, Ford, GMC, Honda, Hyundai, Mercedes Benz, Toyota, Volkswagen and Volvo.

The company's service representatives are automotive professionals, allowing it to provide customers with a Guaranteed Exact Fit promise. If there are issues with a part, Buy Auto Parts covers round-trip shipping.



"One of the biggest areas SnapFulfil's all-in-one WMS helped improve is our pick, pack and ship operational efficiencies and the ability to wave orders.

"Being able to wave an order by its due-out date is a huge advantage if, for example, I want to wave my next-day air, international, urgent or Amazon orders. I can prioritize them any way I want."

John Salvatore, Vice President of Operations

The challenge

Buy Auto Parts wanted to make sure its warehouse could keep up with customers' ever-increasing delivery demands, such as next-day shipping. And with aggressive offers such as free shipping on orders of more than $99 and matching competitor prices, the auto parts supplier and distributor had little room for error. It knew the importance of shipping the right part quickly, the first time and on time.

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The solution

Buy Auto Parts invested in SnapFulfil's cloud-based warehouse management system (WMS) to optimize inventory, space and resources within its fulfillment center. Although it considered other vendors, it chose SnapFulfil, in part, because of its cost-effective monthly pricing structure.

Unlike traditional retailers, Buy Auto Parts has an unusual peak season: the summer. Because most people wait as long as possible to replace car parts such as air conditioning, summer months are anything but a vacation for the company. With a cloud-based WMS, Buy Auto Parts can better manage this nontraditional peak season by maintaining deeper visibility into inventory levels and process efficiencies.

Because Buy Auto Parts carries bulkier inventory such as radiators, air conditioning compressors and wheel hub assemblies, it doesn't store large amounts of stock for certain parts.

And when the same item is housed in different areas of the warehouse, the WMS picks from the lowest inventory level to the highest, so managers can better monitor inventory levels. For example, it knows to pick a carburetor from a stock of one rather than a carburetor from a stock of 10, maximizing available space.



The benefits

In the coming months, Buy Auto Parts plans to improve its reverse logistics operations using SnapFulfil. Some of the company's products have several components, and it wants to be able to shorten the time items are restocked so customer refunds can be issued in a timely manner.

The company is also working with SnapFulfil to create an enhanced inventory cycle count program, allowing it to enhance inventory accuracy and better serve its growing customer base.

"Because of our growth, we needed to find a robust, reliable WMS without breaking the bank. SnapFulfil allows us to keep up with that growth and ship orders on time.

"Having access to all of SnapFulfil's functionality for one low monthly subscription fee – it's a real deal for us."

John Salvatore, Vice President of Operations



The future

Buy Auto Parts has seen significant results since adopting SnapFulfil's best-of-breed cloud WMS. In fact, efficiency-driving picks per hour have increased more than 50 percent since implementation.

Additionally, the WMS allows Buy Auto Parts to prioritize orders, such as next-day air, international or urgent orders, allowing the company to better organize its packers and shippers, and fulfill critical orders quicker.

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