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## Customized Solutions to Manage Asset Processing

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Decentralized Fleets Are Costly:  
A Customizable Ordering Process Saves Time and Money

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Genuine Parts Company (GPC) is adept at tracking inventory, stocking supplies, and anticipating future needs for their clients. In their business of automotive and industrial replacement parts, a smooth and efficient ordering process is a basic requirement.

In the process of a routine review of GPC's 4,000-vehicle fleet, over half of which are light-duty trucks, Donlen Truck Services discovered that Genuine Parts had a time-consuming manual method of overseeing their vehicle ordering process. Their paper-based process for fulfilling vehicle requests from their remote distribution centers was inefficient and expensive.

### The Challenge:

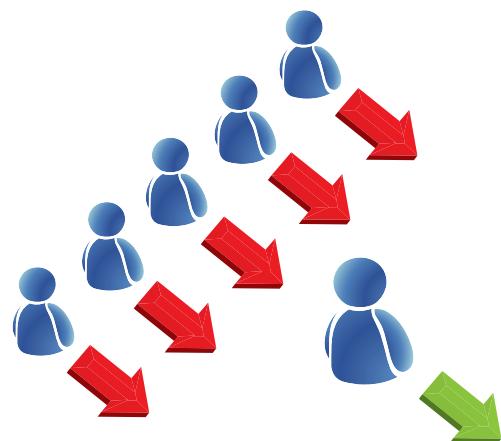
Automate multi-step paper vehicle requisition process,  
Eliminate costly stock purchases



To begin improvements, Donlen Truck Services met with GPC to map their current ordering process, organizational structure, and utilization of its fleet vehicles. Donlen Truck Services identified more than 50 different ordering locations across America. Most often, requests would be submitted via fax, phone calls, or postal service, thus ordering, tracking, and process flow management were inefficient. After further evaluation, Donlen Truck Services uncovered that the volume of dealer stock purchases and decentralized vehicle upfitting through multiple vendors incurred considerable added cost.

Donlen's Truck Services identified two key needs for GPC: an electronic, integrated vehicle requisition request tool that would

automate their existing paper process and a company-wide vehicle bailment pool program that would result in considerable cost savings and reduce order-to-delivery.



## The Solution:

Streamlined user-friendly electronic ordering process,  
Creation of a pool and corresponding management tool



Based on GPC's requirements and Donlen's analysis, Donlen Truck Services set out to create a streamlined and automated vehicle requisition system that took advantage of a GPC-identified pool of vehicles and provided the field managers vehicle-specific upfitting options from which to choose. The solution would funnel the orders to the fleet manager, serving as a central fulfillment point. Donlen's vehicle requisition system provided the field managers a user-friendly interface to view pre-established vehicle and upfit selectors, and enabled them to create an electronic purchase order from one screen. This was a dramatic improvement from the 12-page ordering process they were accustomed to using.

After the field managers submit their purchase order and upfitting requirements online, the fleet manager at corporate reviews the field-entered request. Based on the selected vehicle, the fleet manager can submit it as a factory order or select a vehicle that matches the specific criteria from GPC's bailment pool. Donlen's vehicle requisition system provides additional functionality for the fleet manager, assuring the bailment pool applies the oldest matching available vehicle, and that the appropriate vehicle emission requirements are selected. By pulling the oldest matching vehicle from the pool, the customer is able to manage and fully leverage their bailment pool interest expenses.

Building on its innovative FleetWeb® technology, Donlen created a customized vehicle requisition process to save GPC both time and money. By implementing an electronic vehicle requisition process and a centralized pool management tool, GPC's fleet manager is provided the necessary flexibility to effectively manage the ordering process and eliminate unnecessary expense.



## The Results:

Increased productivity, Managed operating costs

With a new automated system for ordering in place, GPC's managers are free from navigating through pages of order forms, agreement information, and vehicle-related issues that draw them from their own customers' needs. Donlen's vehicle requisition system simplifies the process of ordering vehicles and managing the approval process for decentralized fleets.

"Donlen Truck Services provided Genuine Parts Company the customized solutions necessary to streamline our internal processes in managing our fleet and allowed us to connect with our field managers in a simple, efficient manner. We went from a cumbersome, paper-heavy and antiquated way of collecting vehicle orders to an efficient, click-and-point system that effectively manages our vehicle pool," said Chris Lang, Manager of Corporate Fleet, Genuine Parts Company.

Using Donlen's vehicle requisition system, the field now gets orders routed directly to the correct location, with no concerns of missed communications and duplicate orders. Based on information provided by Ms. Lang, in the first

year of implementation GPC saved 60 hours of order processing time each month, considerably reducing administrative costs and interest expense.

"Now that our fleet is managed with Donlen's efficient time and money saving process, our managers can concentrate on selling parts and taking care of their customers," said Lang.



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- **Chris Lang**, Manager of Corporate Fleet, Genuine Parts Company