



Automotive Fulfillment Case Study

Web Based Fulfillment Program

tgi
direct
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Case study objectives

Project:

TGI Direct migrated and refined an established web based fulfillment program for an automotive OEM.

Market:

Automotive Technician Education

Business Application:

Distribution of all technician educational materials, promotional items, training aids, and equipment.

Project Objectives:

- Provide a higher degree of program management and inventory control.
- Update and improve the ordering process through web automation.
- Develop a more visible and accessible order distribution and tracking system.
- Eliminate back ordering by improved inventory management.
- Improve reporting of product history and usage
- Improve AR and money management



Significant Results:

TGI Direct improved client's cash flow by managing inventory more effectively and eliminating back-ordered processing costs.

TGI Direct migrated several printed educational products from a preprint fulfillment system to a POD fulfillment system. This reduced waste due to print overruns and eliminated storage costs of pre-printed materials.

Project Description:

TGI Direct improved upon an existing fulfillment program for a major automotive OEM. The program supports a premier partnership between the manufacturer, training facilities, and the OEM's dealership technicians. All partners can log on to an e-commerce environment through a secure web portal. Through this portal, site users can order items from the OEM's ongoing educational training program. These items aid them in teaching automotive diagnosis and repair to students completing their post-secondary education. Inventoried items include promotional items, training aids, and equipment. Products are picked, packed, and shipped within 24 hours of order placement. The recipient receives an e-mail confirmation of order placement and of order shipment and tracking number. All items are ordered and inventoried within the TGI system however; some items are shipped from third party suppliers. Some of TGI Directs' improvements are the ability to suspend an order and return later for completion and submission and strong non-payment hold processes and collection efforts on receivables. Further enhancements were gained through the conversion of some training materials to a print on demand fashion to eliminate back orders on product.

Summary:

Client	Automotive manufacturer
Provider	TGI Direct
Software Provider/Partner	TGI Direct
Hardware	Xerox IGen3
Target Audience	Automotive Technicians
Distribution	100 – 200 items/day
Date	On-going – launched 12/3/2007