



---

October 30, 2009

## Auto Supply Company converts to Activant

Auto Supply Company, Inc., a leading automotive replacement parts distributor with 22 locations throughout North Carolina and the Roanoke Valley of Virginia, is replacing its multiple enterprise operating systems with the innovative Activant Vision® system from Activant Solutions Inc.

A member of the Automotive Distribution Network, charter member of the ACDelco Dedicated Distribution Group and a Ford Authorized Distributor of Motorcraft products, Auto Supply Company is converting to the Activant solution to support its aggressive growth strategy. The company over the past nine years has more than doubled its sales and market footprint through acquisitions and a variety of other initiatives.

“It was clear that our growth objectives had outstripped the capabilities of our existing solutions,” says Auto Supply Company President Charles A. Key Jr. “Our move to the Vision platform will help us continue to build on our heritage of service excellence while making better decisions about how we invest our inventory dollars.”

The company’s I.T. committee task force presented solutions providers with a list of more than 1,100 operational requirements for its new system. In addition, the platform and system provider had to meet three overarching objectives: provide a highly intuitive, user-friendly interface; meet aggressive ROI targets established for each area of the company; and demonstrate a track record of long-term investment in its solutions. “We wanted an I.T. partner who would continue to develop new system features and capabilities over the long-run,” Key says. “Activant has a proven track record of technology investment.”

Auto Supply’s move to the Vision solution is intended to directly benefit the company’s counter professionals and customers through what Key described as “significantly better” electronic catalog content. Each of the company’s 19 parts stores will convert to Activant’s innovative Activant LaserCat® 3 eCatalog interface and PartExpert® suite of data solutions. “Our people are excited about the LaserCat 3 product, the Activant Cover-to-Cover® module and the Activant OE Carry Forward® feature, all of which will help us better serve the installer.”

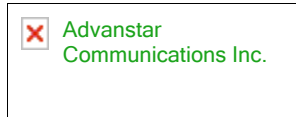
The Activant Vision system is an innovative, highly flexible Microsoft Windows®-based solution for distributors who want to control costs through highly efficient inventory management and differentiate their businesses by delivering a superior customer experience. The platform features a powerful yet easy-to-use graphical user interface built around Microsoft .NET™ technology. The Activant Vision system is now in use by leading three- and two-step distributors across North America.

“The Activant Vision solution has opened a lot of eyes among distributors who are looking for world-class warehouse management tools, market analytics, and modern and highly efficient point-of-sale features,” says Thomas V. Aliotti, senior vice president of sales, automotive group, Activant Solutions.


The Vision platform’s centralized database and highly efficient workflow approach guide users through established best practices so customers can experience consistently exceptional service. The Activant Vision solution also provides an interactive customer relationship management (CRM) tool that enables

executives and counter professionals to focus on highest-yield opportunities and exceptional problem areas to develop stronger, more profitable customer relationships.

Activant Solutions Inc. [<http://www.activant.com>] is a leading technology provider of business management solutions serving small and medium-sized distributors and specialty retailers. Activant provides customers with industry-specific software, professional services, content, supply chain connectivity, and analytics. Over 30,000 customer locations use Activant to manage their day-to-day operations. Activant's systems are designed to help customers increase sales, boost productivity, operate more cost-efficiently, improve inventory turns and enhance trading partner relationships. Headquartered in Livermore, California, Activant has operations in Texas, Colorado, Illinois, Massachusetts, Pennsylvania, South Carolina, Utah, Canada, Ireland, and the United Kingdom.



---

 2009 Advanstar Communications Inc.. Permission granted for up to 5 copies. All rights reserved.  
You may forward this article or get additional permissions by typing [http://license.icopyright.net/3.7436?icx\\_id=637499](http://license.icopyright.net/3.7436?icx_id=637499) into any web browser. Advanstar Communications Inc. and Aftermarket Business logos are registered trademarks of Advanstar Communications Inc. The iCopyright logo is a registered trademark of iCopyright, Inc.