



# Domingo Alonso Increases Spare Parts Sales by 36%

Supported by Synchron Dealer Parts Planning

## Solution

For years, leading mobility company Domingo Alonso relied on manual processes and a basic in-house tool to determine spare parts demand. With Synchron Dealer Parts Planning for more effective and accurate forecasting, the company has grown its spare parts sales by 36% while reducing overstock by 28% and cutting emergency freight costs.

### Headquarters

Canary Islands, Spain

### Division

Spare Parts / Aftermarket

### Industry

Automotive

## Challenges

- Manual forecasting and disconnected systems
- No central inventory visibility
- Overstock and high waste
- Expensive emergency shipments
- Increased complexity after expansion

## Results with Synchron

- +36% increase in spare parts sales
- -28% reduction in overstock
- +14% improvement in service levels
- ~50% reduction in air freight costs (for Volkswagen parts)
- More accurate demand forecasting
- Centralized "single source of truth" for inventory
- Reduced manual workload → team focuses on strategy instead of operational firefighting
- Increased customer satisfaction & repeat business

## Keeping Customers on the Move

Founded in 1935 in the Canary Islands, Domingo Alonso Group imports, distributes, and rents motor vehicles, as well as providing digital solutions to the automotive industry. Beginning its journey in the automotive sector as a Volkswagen importer in 1953, the group has grown continuously and now owns 50 companies, employs 1,600 people, and is present in 48 markets worldwide.

In line with its vision of transforming mobility through talent, innovation, and technology, Domingo Alonso aims to support customers throughout the lifecycle of their vehicle. Through its 34 warehouses, the company distributes aftermarket parts to 2,300 customers, including both official dealerships and independent workshops.

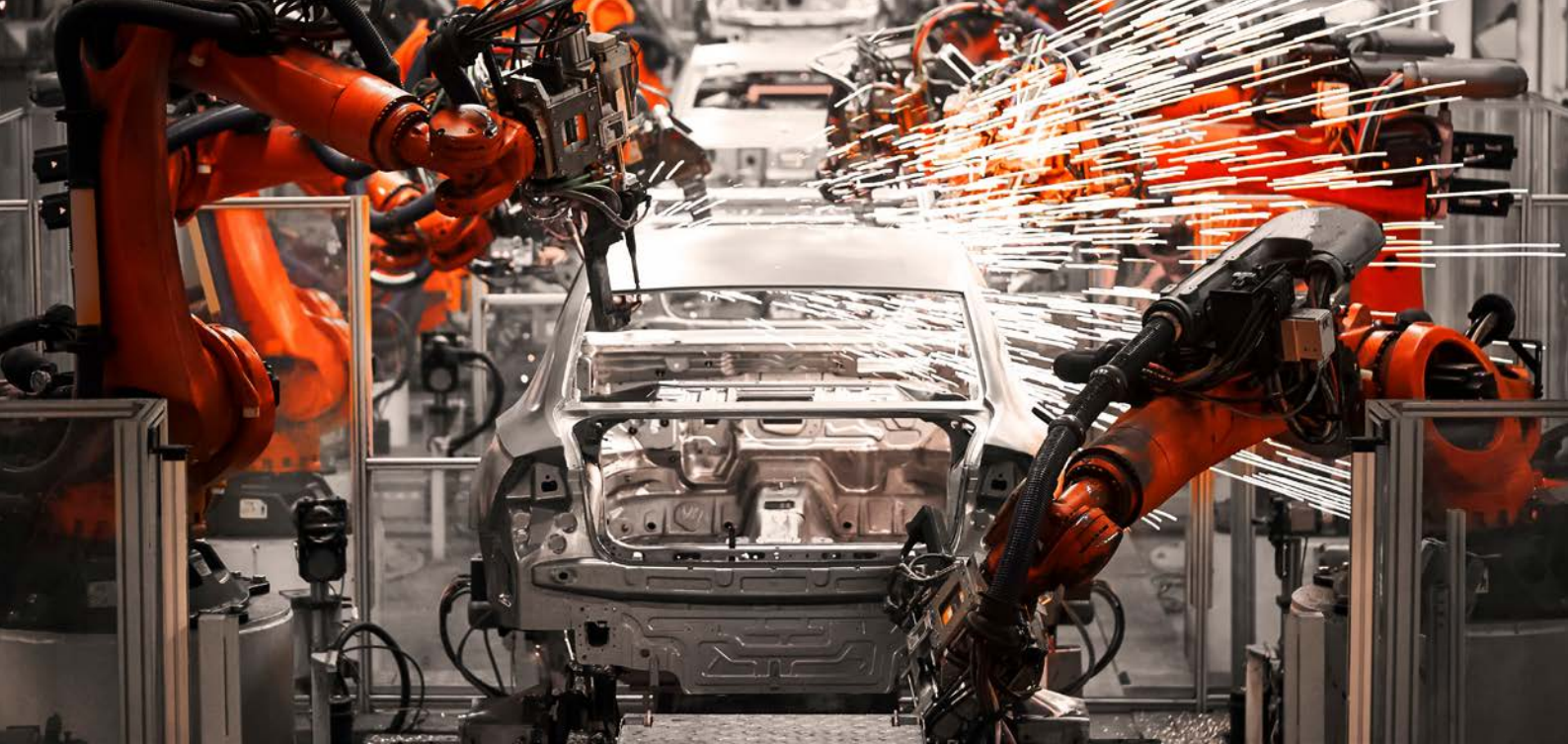
In the past, Domingo Alonso's spare parts department relied on a basic tool within their DMS to manage stock levels. The team spent a significant amount of time manually creating operational plans and forecasts before uploading them into the dealer management system (DMS). To avoid stockouts that could impact customer service, Domingo Alonso often purchased more inventory than it needed, leading to unsold obsolete parts going to waste. The company also lacked a holistic overview of its operations, which meant stock levels at each warehouse had to be managed separately, creating further inefficiencies.

*“In our market, having optimal inventory is crucial, especially for parts in high demand. (...) Customers won't wait; they will simply go to a competitor, and they won't come back. So, we were forced to place a lot of urgent orders, incurring expensive air freight costs which affected our margin.”*

**Katharina Surhoff**

Spare Parts Manager, Domingo Alonso

The tipping point came when Domingo Alonso acquired a new business, creating the need to redistribute inventory across additional locations — something their existing tool couldn't support. To fill the gap, the team had to manually consolidate and manage stock data in spreadsheets. To manage the additional complexity, the company set its sights on a system that could centralize spare parts management. The goal was to produce more accurate forecasts, reduce operational costs, and improve service quality.



## Working Together to Optimize Parts Planning

Domingo Alonso chose Synchron's Dealer Parts Planning solution. Compared with other vendors, Synchron offered a strong cost-performance ratio, deep aftermarket expertise, and seamless integration with the company's DMS and ERP systems. Domingo Alonso also appreciated the integration between solutions across the Synchron platform, offering potential for future modernization initiatives with pricing and warranty management solutions.

Through regular meetings with Synchron solution architects, the spare parts team refined the key features they wanted from the solution. For example, the team can filter stock by importer across all dealers and analyze both customer and dealer demand levels to produce more accurate forecasts.

“The implementation process was very well-structured, with a clear timeline. The Synchron team really made sure that we got the best-fitting solution for our needs. (...) Another reason we chose Synchron over other vendors is their approach to partnership. I never felt alone during the whole process, and even after deployment, we are still having regular meetings with our customer success manager. The support from Synchron is excellent.”

**Katharina Surhoff**

Spare Parts Manager, Domingo Alonso

## Holistic Insight for Stronger Margins

With Synchron, Domingo Alonso has unlocked a comprehensive dealer inventory management solution, driving efficiency and increasing margins while improving customer service. The spare parts team now has a single source of truth it can use to forecast sales to more than 2,000 independent workshops and check orders across the entire network of 18 official dealers and 34 warehouses.

This significantly reduces the amount of time the team needs to spend on lower-value tasks. "We can finally focus on strategy instead of firefighting, helping us become a market leader," says Surhoff.

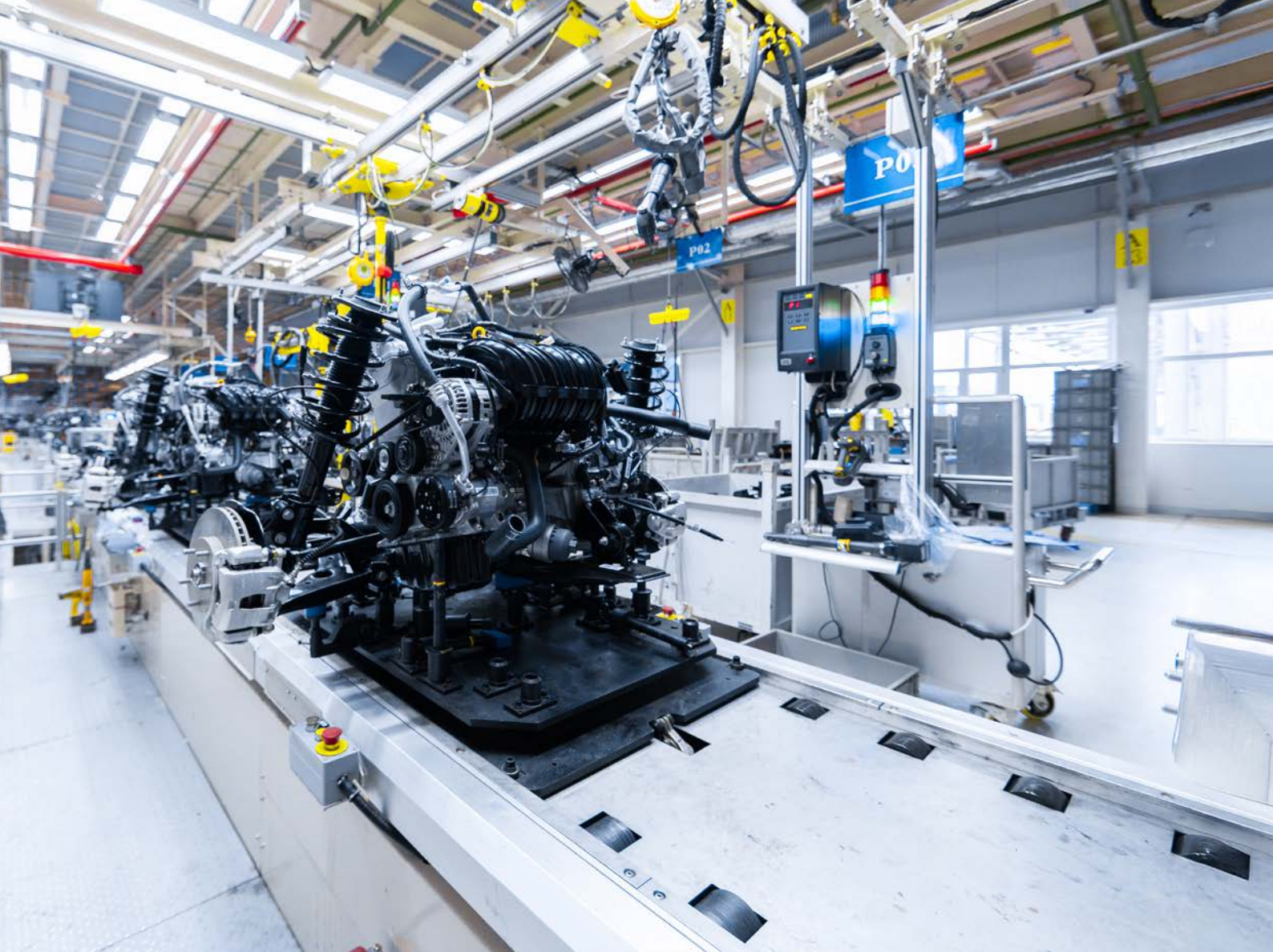
Over three years with Synchron Dealer Parts Planning, Domingo Alonso has reduced overstock by 28%. Demand forecasts are now so accurate that the company has been able to improve service levels by 14% and increase parts sales by 36% while maintaining the same inventory volume.

*"For our dealers, improving our spare parts service quality means they can complete repairs more quickly and reduce their spend on courtesy cars. (...) Having the right parts in stock also helps with upselling. From our end customers, we have seen higher satisfaction levels and more repeat business."*

**Katharina Surhoff**

Spare Parts Manager, Domingo Alonso

Another key benefit for Domingo Alonso has been a reduction in emergency shipments from mainland Spain. For Volkswagen parts in particular, the company has seen a 50% decrease in air freight costs. If a part is needed urgently, the team can now use Synchron to buy back inventory from dealers and redistribute it across the Canary Islands instead of placing rush orders with OEMs.



## Tapping Into New Opportunities

Recently, Domingo Alonso has positioned itself to capture a €40 million market opportunity by selling independent aftermarket parts alongside OEM parts. To continue driving stronger revenue in this rapidly evolving market, the company is also exploring Synchron's Parts Pricing solution, which will help to streamline and optimize pricing levels.

*“Synchron is a very flexible solution that helps us tap into new markets and opportunities. (...) We can always rely on having the best support from Synchron to grow our sales and stay efficient.”*

**Katharina Surhoff**

Spare Parts Manager, Domingo Alonso

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