



## Case Study



### Industry

Automotive

### Division

Elit Group

### Region

Europe

### Solution

Syncron Inventory™

Dealing primarily with the distribution of a complete assortment of spare parts for passenger cars, commercial vehicles, trucks and motorcycles, Elit Group responds to customer needs and industry trends with agility.

The Elit Group philosophy, "*More than Auto Parts*", reflects their focus on the reliable and fast delivery of high-quality spare parts as the foundation of good customer service. Their services range from expert and operational software for car repair shops, to providing diagnostic equipment and rental of special fittings.

## Elit Group reaches forecasting and optimization goals with Syncron's service parts management solution

During the 25 years of its existence in the market, Elit Group has built a distribution network for its customers and partners covering the entire territory of the Czech Republic, and its reputation of reliable and fast delivery of high-quality after-sales services regarding automotive spare parts. These services include expert and operational software for auto repair shops, diagnostic equipment, special fitting rentals, and a complete range of garage equipment and services.

As part of the LKQ Group, Elit Group serves as the biggest spare parts distributor worldwide, managing a central warehouse in the Central and Eastern European region. For the past eight years, Elit Group has leveraged **Syncron Inventory™** to better manage inventory over their vast net of branches.

### The Elit Group Challenge:

With a complete catalog of spare parts for passenger cars, commercial vehicles, trucks and motorcycles, and stock at approximately 160,000 parts on average, Elit Group was in search of a transparent and optimized inventory management solution. Their main service parts planning goals were to improve parts availability, optimize inventory and stock levels, and accurately forecast parts sales, and, ultimately, increase transparency across the entire process within their supply chain system.





But, with too much manual processing, including handling orders to suppliers and distributing goods at branches, the manpower needed to execute tasks in a efficient manner was overwhelming. They were also suffering from too low of a range of stocked items in the company, while simultaneously having too high of stock on fast movers. All of these issues were due to a lack of proper forecasting, seasonality and buffer stock management.

### The Synchron Solution

While management of slow moving parts was their biggest challenge, the Synchron solution has completely transformed their traditional inventory management system. With **Synchron Inventory™**, virtual inventories have allowed for better management of regional inventories, reduced manpower needed for purchasing activities, and more accurate forecasting of purchase orders to suppliers.

Additionally, **Synchron Inventory™** allowed for both automated steps in repetitive processes and transparency from the top level down to combat their previous lack of advanced forecasting and proactive planning capabilities. Now, through the Synchron solution, Elit's inventory management process benefits from:

- Comprehensive forecasting capabilities.
- Complete inventory management, order management, and distribution processes.
- Lower total cost ownership (TCO).
- A professional and transparent solution support team.

Elit also leverages Synchron's parts management support to suppliers, basing orders on more accurate forecasting and inventory policy management set to fit their business needs. This, ultimately, defines the right distribution of spare parts in whole distribution networks of Elit, from central to national warehouses, regional hubs, and branches of all sizes.

***“ Elit is overly satisfied with the Synchron Inventory™ solution, which supports our ultimate goal to be an A-class distributor of spare parts in the region.”***

**Jiri Vorlicek**

Manager, Supply Chain - Elit Group



### The Partnership Results

The amount of manual intervention in the stock order review process was initially overwhelming, but by partnering with Synchron, Elit was able to optimize the inventory of a multi-echelon distribution network to reach best-in-class customer service – at the lowest possible cost.

***“ Working with Synchron has been a positive experience in standardizing the processes within the team, and allowing total control and balance of our results in terms of availability and inventory turn.”***

#### Jiri Vorlicek

Manager, Supply Chain - Elit Group

With Synchron, Elit has extended the offer of stocked range of spare parts in many regions by 10-30 percent, while increasing the overall availability by 3-6 percent. This change caused the reduction of lost sales by approximately 40 percent directly due to improved forecasting accuracy and more sophisticated buffer stock methodology.

***“ All of these positive results are being reached with more or less the same or slightly lower inventory value, thanks to fast mover stock optimization and saved value invested into the range of slow movers, with better safety stock in middle movers.”***

#### Jiri Vorlicek

Manager, Supply Chain - Elit Group

Currently, the **Synchron Inventory™** solution is fully implemented in Elit CZ, Elit Slovakia, Elit PL and Lang Auto Hungary, and they are now in the process of implementing in Elit Romania and Elit Ukraine, as well. Plans to extend the solution to new Elit Group members in Poland, Bosnia, and Herzegovina are underway, with more growth to come in the next few years.

Elit is known for providing its customers with additional support to help them meet the demanding requirements of the current automotive service, and with the help of the Synchron Service Cloud, their mission of embodying an organization that’s “*More Than Auto Parts*”, has become a reality.



## Synchron Is More Than a Product, It's a Partnership

Synchron's customer-first approach guides everything we do. Our organization was founded on the idea that after-sales service acts as a significant source of competitive differentiation, revenue, profits and brand loyalty for our customers.

Through our innovative solutions and dedicated global team, our goal is to empower the world's leading manufacturers to exceed their customers' expectations, while simultaneously improving revenue and profits.

At Synchron, we're not just committed to delivering the world's best after sales service solutions. We're committed to partnering with companies to simplify the lives of their customers, while also delivering significant business value.

From industry leading investments in research and development, to providing the fastest time-to-value through ongoing innovation, our cloud-based after-sales service solutions are designed to continually exceed our customers' expectations.

► [For more information, visit Synchron.com](https://www.synchron.com)

Copyright © Synchron International AB and/or its affiliates. All rights reserved. Unless provided otherwise, any use, copying or reproduction of the trademarks, logos, information, images or any other content contained herein is strictly prohibited without the prior written permission of Synchron. Nothing contained herein shall be construed as conferring any license or right under any Synchron copyright, patent or trademark.