



Trux Accessories is a family-run truck components wholesaler and manufacturer with a history in the haulage sector dating back to 1959. Today, the company provides stores and e-commerce retailers across North America with top-quality heavy duty accessories, including lighting, chrome and stainless-steel fenders and mufflers, apparel, and universal accessories.



Trux Accessories Keeps on Trucking with SAP Business One and IBM Cognos Analytics

CASE STUDY

THE NEED

With sales volumes increasing by 15 percent over the last three years, truck components manufacturer Trux Accessories found that growth brought new challenges when managing finances, sales orders, and inventories. How could the company keep pace with accelerating demand?

THE SOLUTION

Trux Accessories chose to enhance its existing SAP Business One® solution with QuickStart from NewIntelligence, powered by IBM® Cognos Analytics. Based on data already captured by SAP, QuickStart provides Trux Accessories with a host of intuitive reporting and dashboarding features that simplify sales forecasting as well as the entire planning and financial reporting cycle.

THE BENEFIT

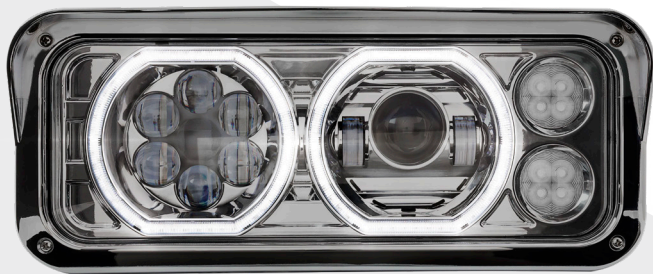
Since deploying QuickStart for SAP Business One, Trux Accessories can carry out granular-level sales, inventory and financial reporting faster and more efficiently. With user-friendly, customizable dashboards and reports containing key business performance metrics, QuickStart enables decision-makers to make data-driven decisions, adapt faster to market changes, and manage rapid growth more effectively.

GEARING UP FOR GROWTH

After achieving a 15 percent increase in sales in each of the last three years and with demand for high-quality truck parts skyrocketing, specialist truck parts products wholesaler Trux Accessories spotted a huge opportunity to accelerate its expansion plans.

However, the company sources over 80 percent of its products from China, and orders can take up to 120 days to arrive. To ensure that it has the products its customers love stocked at the right time, Trux Accessories uses SAP Business One to capture, manage, and analyze key data, predicting the next three months' trading as accurately as possible.

As Rick Merovitz, CEO at Trux Accessories comments: "Accurate and timely planning is the engine powering our operations. Being able to anticipate our short- and long-term business needs, predict demand, and manage our inventory efficiently is essential for our continued success."



"We wanted to speed up our reporting and gain greater insight into our business performance, to make even better strategic decisions."

**— Andrew Fairlie, VP of Operations,
Trux Accessories**



Andrew Fairlie, VP of Operations at Trux Accessories explains the challenge: "SAP Business One has played an important role in helping to expand our operations over the years, but we knew that the reporting features would struggle as we continued to scale our business. In particular, we completed time-intensive number crunching using spreadsheets, for example when carrying out analysis of actuals versus budget. The pre-defined reports in the SAP solution were simply not well matched to our unique business intelligence queries. We wanted to speed up reporting and gain greater insight into our business performance, to make even better strategic decisions."

GETTING A CLEARER VIEW

Keen to avoid a lengthy, expensive implementation of a new enterprise resource planning platform, and impressed with a demonstration, Trux Accessories chose to deploy QuickStart for SAP Business One from NewIntelligence, which leverages IBM Cognos Analytics, to enhance its reporting capabilities.

Andrew Fairlie explains: “NewIntelligence went the extra mile to explain how QuickStart for SAP Business One could help us transform our planning and financial reporting cycles. To illustrate this, the NewIntelligence team showed us detailed examples of successful implementations that the company carried out for other clients. It was clear from our meetings that the user-friendly, powerful reporting and dashboarding tools in QuickStart would make analyzing our sales, inventory and financial data much faster and simpler.”

Rick Merovitz adds: “Knowing that NewIntelligence is an accredited and longstanding IBM and SAP Business Partner played a central role in our decision to work with the company. We looked for a technology partner that knew SAP Business One inside and out, and it was clear that NewIntelligence had the expertise and the experience required to help us extract maximum value from our existing SAP solution. What’s more, it was obvious that QuickStart for SAP Business One would truly take our reporting capabilities to the next level—capable of unlocking fresh insights and strengthening strategic decision making.”

Trux Accessories completed the technical implementation in under three weeks and, following the deployment, NewIntelligence provided training for all QuickStart users.

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“NewIntelligence helped us to get up and running with the solution by providing us with comprehensive training on-site,” says Andrew Fairlie. “During these sessions the NewIntelligence team walked us through how to create customized dashboards and reports that provide us with fast access to the data points most relevant to our strategic decision-making process.”

He continues: “As part of a broader expansion of our finance department, we also hired a new

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— Andrew Fairlie, VP of Operations, Trux Accessories

financial analyst and NewIntelligence provided them with additional training sessions. Thanks to the support from NewIntelligence, our financial analyst is now a power user of QuickStart and is well equipped to help our sales associates learn



how to integrate QuickStart into our sales processes.” Corey Mendelsohn, President of NewIntelligence, adds: “We set out to help users of QuickStart at Trux Accessories to understand the full potential of the solution so they could maximize their investment from day one. We’re looking forward to deepening our partnership with Trux Accessories in the years ahead, helping them to adapt and develop QuickStart as their needs evolve.”

STRENGTHENING STRATEGIC DECISION MAKING

With QuickStart for SAP Business One, Trux Accessories has gained a detailed picture of key business performance metrics, including forecast and actual sales, inventory, and financial planning data. “Deploying QuickStart from NewIntelligence gives us a much clearer view of our business performance,” says Andrew Fairlie. “I like to think of it as though you are adding an additional mirror to a vehicle to help the driver see blind spots and avoid hazards. In much the same way, NewIntelligence helps us drill down into our key inventory, sales, budgeting, and financial planning data to identify any supply chain challenges that might lie ahead, so we can adapt our business plan accordingly.”

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He continues: “QuickStart has proven extremely useful in helping us to get a better understanding of how to calculate the correct profit margin for each of our items. Previously, we had to export vast amounts of data into spreadsheets to look in detail at our pricing strategies. With QuickStart we can drag and drop our pricing data from SAP Business One into the solution and carry out granular-level analysis at the click of a button—saving time for our financial analysts and giving us a better sense of how to adjust our pricing to bring the best value to our customers.”

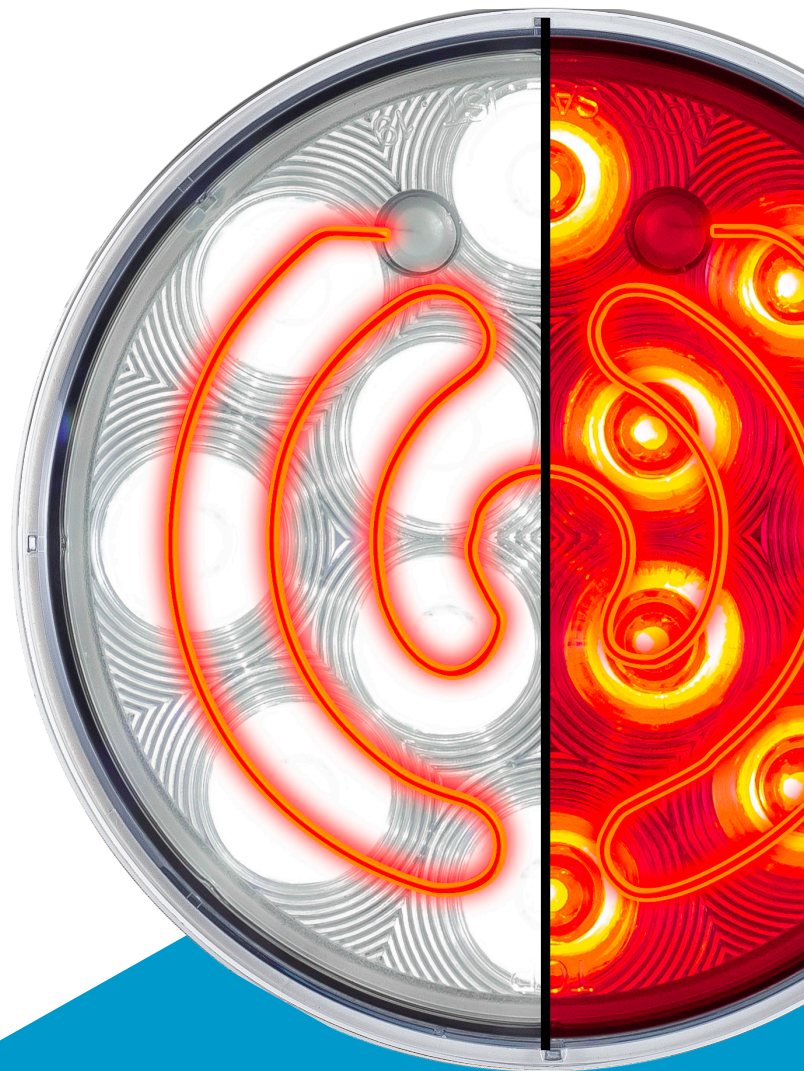
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Looking ahead, Trux Accessories plans to make greater use of all of the functionality within QuickStart to further enhance its reporting capabilities. Rick Merovitz adds: “We’ve only scratched the surface of what QuickStart can do to improve the way we measure business performance and plan for the future. QuickStart enables decision-makers at Trux Accessories to make fully informed, data-driven decisions, adapt faster to market changes, and manage rapid growth more effectively. Based on our success, I would go as far to say that any business using SAP Business One to support their operations needs QuickStart in order to unlock the full potential of their SAP solution.”

He concludes: “We look forward to continuing our work with NewIntelligence as we explore the full potential of the solution to improve the agility of our financial planning activities, and keep our operations running efficiently as we drive future success.”



SOLUTION COMPONENTS:

- **SAP Business One®**
- **NI QuickStart for SAP Business One**
- **IBM® Cognos Analytics**
- **IBM® Planning Analytics**
- **NewIntelligence ICI**

ABOUT NEWINTELLIGENCE

NewIntelligence is an IBM, Microsoft and SAP partner, a leading provider of business intelligence, performance management, and data warehousing solutions. With offices in Montreal, Quebec, and Toronto, Ontario, NewIntelligence's twenty-five-year experience has led the company to work with several hundred unique customers locally and abroad. NewIntelligence currently has strategic alliances with software companies in Arizona, California, New England, Texas, Australia and New Zealand.

NewIntelligence QuickStart for Reporting and Dashboarding for SAP Business One delivers a solution that is both cost-effective and delivered in a timely manner, thereby providing customers with a solution that adds value to their business. The company is passionately committed to helping SAP Business One clients achieve rapid results from their investment by using the latest technologies and industry best practices. NewIntelligence's expertise is sought out by many organizations, as the company has a reputation for delivering what they need, when they need it.



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w newintelligence.ca runcognos.com

p 1.833.426.4667 **e** info@newintelligence.ca

1111 Blvd Dr. Frederik-Philips, Suite 600, Montreal, Quebec, Canada H4M 2X6