RKON

Case Study: Project Afterburn

Automotive Parts Distributor Gains Long-Lasting Scalability for Expansion into New Markets

BACKGROUND

A B2B aftermarket automotive parts distributor required IT scalability for growth. Based in the mid-Atlantic region, it specialized in servicing independent auto body shops and insurance carriers. After its buyout in 2018, the company sought market expansion and realized it needed an optimized IT platform. The organization has 600 employees with 25 locations in 14 states.

THE ASSESSMENT

The automotive distributor was using an outdated, highly customized e-commerce and financial system, which failed to provide a positive customer experience. The legacy solution limited the company's ability to grow, and was incurring significant operational costs, poor visibility, and excessive security risks.

THE SOLUTION

RKON conducted an assessment of the distributor's overall IT environment and immediately identified that a cost-effective and automated system would improve the customer experience and help the company gain market advantages. To achieve these results, RKON provided many services, including:

Due Diligence

RKON performed pre-LOI and ongoing due diligence services, which are fee-sensitive based on the size of the target.

Modernized Systems

RKON's execution plan integrated e-commerce, customer management, inventory control, and financials into a scalable, unified platform with a focus on delivering a market-leading client experience.

VIRTUALLY ELIMINATED THE RISKS OF A BUYOUT

INCREASED CUSTOMER LOYALTY

STANDARDIZATION OF SYSTEMS

Outsourced IT

RKON provided managed IT services during the transition to accelerate plan execution, provide a buffer to internal politics, and stabilize IT operations during the transformation.

Consolidations

RKON consolidated new add-ons and systems as part of the 100-day plan for cost efficiencies and seamless IT orchestration. Client and employee satisfaction both improved from day one, virtually eliminating the risks of a buyout.
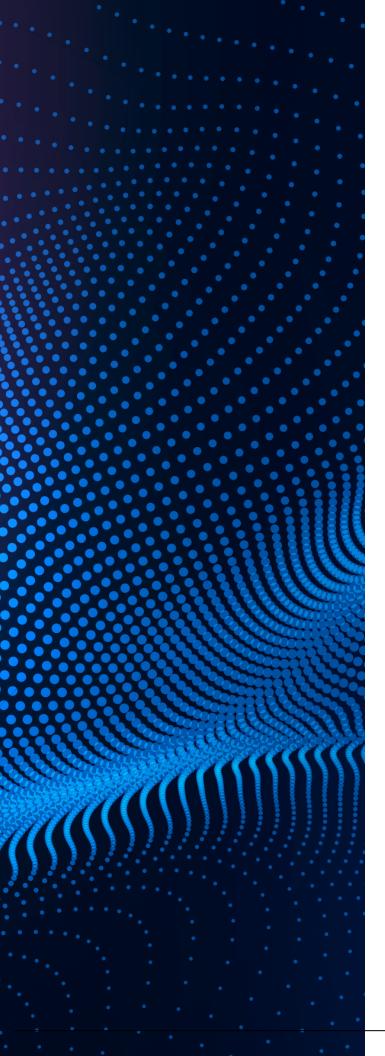
THE RESULTS

RKON delivered an expansion strategy that institutionalized key processes and increased customer loyalty around previously underperforming add-ons that had solid market reputations.

Additionally, the standardization of systems created cost opportunities and optimized security controls to reduce security risks in the company. The IT risks associated with buy and build strategies were mitigated, putting the organization in a position to rapidly expand with RKON's transformational IT platform at the center of its growth.

BENEFITS ACHIEVED

- Institutionalized core processes
- Increased customer loyalty
- Reduced security risks
- Optimized for rapid expansion

ABOUT RKON

RKON has specialized in IT transformation since 1998, helping private equity and enterprise firms go from vision to execution and achieve "Quiet IT," in which IT seamlessly serves the business strategy versus getting in the way of execution.

Headquartered in Chicago, IL our team has developed a refined approach through years of experience. We deliver a clear vision of scalable, agile, secure, cost-optimized and low-risk end state.

To do this, RKON provides IT solutions in three stages: first building an advisory practice that sends the strategy in the right direction; an execution practice that ensures the vision is turned into reality; and a management practice that keeps the vision on track as IT evolved to best serve the business.

Need to kickstart your digital transformation while ensuring security best practices? Let's chat!

CONTACT US