APA ENGINEERING
A Class APArt

Customizations and Integrations for Smooth Business Operations

Company Profile

Automotive Parts Distributor

25+ Years of Experience in Serving
Automotive Parts Professionals

Challenges

Challenges with the existing PIM in terms of functionality and ability to integrate with multiple systems

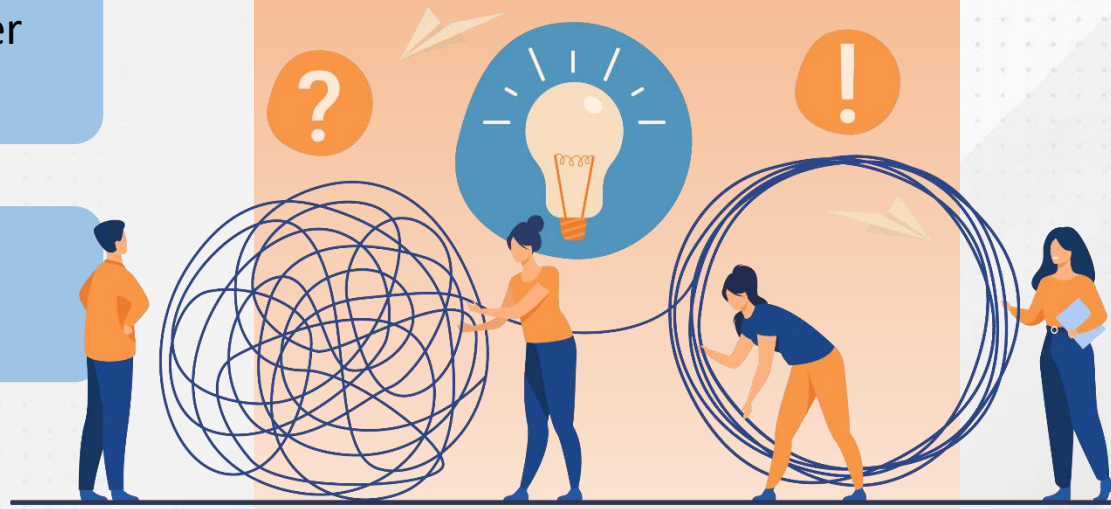
Need to improve features and customer experience in existing catalog.

Reduce manual interventions in the inventory management

Need to integrate catalog with the ERP and order tracking systems

Solution Offered

- Established **PIM** as source of truth for all parts related information.
- Customization of the **PIM** to suit specific needs of customer.
- Integration of PIM with **ERP**, Inventory management and catalog
- New **B2B Catalog** with enhanced performance and better experience to its users
- Customization for **Order Tracking** solution



Benefits Retained

- Enhanced experience for B2B customers
- Integrations leading to seamless flow of information to all systems
- Improved responsiveness of sales teams
- Continuous improvements due to SAAS model

End Result

- The basic application infrastructure needed for the customer in terms of functionality, performance, integration and continuous improvement has been established.
- Now the customer is focusing on expanding the parts portfolio and offering additional functions to enhance customer experience and sales.