Fortna helps Automotive Aftermarket companies deal with challenging and turbulent times.

> Rapid expansion of “E-Tailing” in the industry and its impact on distribution capacity, inventory and supply chain strategy is requiring rethinking distribution capabilities.

> Recent economic trends and changes to the industry have sharply increased the demand for automotive aftermarket parts.

> The expansion of suppliers across the globe impacts lead times, including potential transportation delays and import issues.

> The large number of mergers and acquisitions necessitates the integration of supply chains and distribution networks.

> Advancements in technology and foreign nameplates mean an ever-increasing parts proliferation that needs to be managed.

> The result is a tremendous amount of change and growth. The trick is to identify and take advantage of the opportunity that comes with it.

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Industry Affiliations

Key Clients

Recent Honors/Awards

100 Great Supply Chain Partners
SupplyChainBrain.com

Supply and Demand Chain Executive Top 100
Case Study: Producing Value from Mergers and Acquisitions

Imagine the impact of doubling the size of your company overnight. When our client acquired its next largest competitor, they knew they had to quickly integrate the two companies to meet their internal goals as well as Wall Street’s expectations for the financial gains. For the newly acquired company, the transformation meant they would now be servicing both retail (DIY) and professional installer (DIFM) customers. To do so, they would need to shift from weekly to daily store delivery. Also, to support the sales strategy, they would need to realign the size, number, placement and function of their distribution centers within the expanding network.

They called Fortna because of our partnership and long track record of managing simultaneous projects and our laser focus on meeting financial results.

Together, we developed and executed a two-year plan that quickly realigned their distribution network including five new distribution centers, two major retrofits and several other projects to meet the expectations of senior management. And every project was on time and met its financial targets.

The company is now operating as one, integrated entity. Their distribution network supports daily delivery and their dual-market strategy. They have built the foundation for future growth.

Start with the Business Case

All of Fortna’s projects start with a thorough evaluation and commitment to financial results. Based on past client data, here are the results you can expect from working with us.

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<th>Typical Client Benefits</th>
<th>0%</th>
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<th>40%</th>
<th>60%</th>
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For more information

Call: 800-367-8621
Email: info@fortna.com
Web: www.fortna.com

The Fortna Difference

Fortna helps companies with complex distribution operations meet customer promises and competitive challenges profitably. We’re a professional services firm built on a singular promise – we develop a solid business case for change and hold ourselves accountable to those results.

Our expertise spans supply chain strategy, distribution center operations, material handling, supply chain systems and organizational excellence.

For over 60 years, we’ve partnered with the world’s top brands – companies like ASICS, O’Reilly Auto Parts and MSC – helping them improve their distribution operations and transform their businesses.

“I truly value our partnership with Fortna and the proven track record that our companies share. Fortna continues to deliver a high quality product, while working with us to drive cost out of our DC designs and improve operating efficiency.”

Sr. VP Supply Chain, Automotive Retailer

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