



POWERING SALES

## G.U.D Improves Visibility for Automotive Parts

G.U.D has over 40 years of heritage in the New Zealand automotive parts business, including marketing Ryco, one of the best known brands of vehicle filters.

Rick Nutter, National Sales and Marketing Manager, describes the Ryco philosophy as simple, “We produce filters that meet or exceed the specifications of the original equipment.” He puts the company’s success down to strong relationships with its their entire supply chain, especially equipment resellers.

### Market Complexity

New Zealand’s open-door policy towards importing second-hand Japanese vehicles has created a complex market for the supply of after market filters. As Japan has different tax regimes, emission control standards and more model variations, second hand imports require different filters to New Zealand-new vehicles of the same make and model.

Ryco supplies approximately 90% of the needs of the New Zealand market via resellers and produces several large printed catalogues to help service agents identify the correct filter for any vehicle from its extensive range. Recently Ryco decided to investigate creating an electronic catalogue for distribution via the web and on CD. According to Nutter, there were

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National Sales & Marketing Manager, G.U.D

### Benefits

- ◆ Easier for resellers to access filter specifications while retaining control of valuable commercial information.
- ◆ Reduce the time and costs of updating catalogue information across multiple channels.
- ◆ Raise customer awareness about products on offer, increasing in-store visits.



several business drivers for the exercise. “We wanted to make it easier for our resellers to access information about filter specifications. We also wanted to explore new ways of creating customer demand to ‘pull-through’ business to our resellers.”

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## Going to Market

Ryco identified a number of criteria for a supplier to meet. First, the capability to create an electronic catalogue containing valuable intellectual property which Ryco could safely distribute while retaining control of the content. Second, able to integrate the vast catalogue content into a single electronic solution so it could be quickly and consistently deployed across multiple channels including web, CD and print. Finally, the information had to be easily customised and updated for each link in the supply chain.



## Choosing Neotek

From a short list of three, Ryco chose Neotek Enterprise, a suite of powerful solutions which enable customers and business partners to research and buy from wherever they are. Designed for importers and distributors, Neotek Enterprise includes eCommerce and public website modules, print and CD catalogues, as well as Sales Force Automation.

“Neotek listened to us, taking the time to understand our specific requirements, rather than try to force us into an off-the-shelf solution.” said Nutter. “They were very sensitive to the marketing implications of any move to electronic distribution of information within our supply chain and always kept the bigger marketing picture in mind.”

## The Solution

Neotek Enterprise enables Ryco to deliver a full cataloguing service via the internet, CD and paper based catalogues to resellers, all sourced from a single application. Editing and adding new information is now managed centrally, ensuring catalogues are identical.

New products, superseded products and other important information is now tailored for each type of customer and disseminated immediately through multiple channels. Print catalogues, which remain an important tool for some resellers, can now be produced very quickly and at a greatly reduced cost.

## Comprehensive Results

Ian Hassell, Neotek’s Director of Sales and Marketing, is proud of the results. “We have made it much easier for Ryco’s customers to do business with them. The depth and breadth of information that can now be accessed by business partners via a medium of their choice provides Ryco with a real competitive differentiator.”

Neotek’s solution is also supporting Ryco’s strategy to create extra customer demand for resellers by making up to date information available on the public website, drawn from the business-to-business eCommerce system. This raises awareness and interest about products on offer among customers, drawing them into resellers’ stores.

Nutter reports he is pleased with both the process and the outcome. “Working with Neotek has been a pleasure. When they say they will do something they do it. Their approach was thorough and quick. As a result of Neotek’s integration experience, we identified a need to normalise data from several sources and improve some of our marketing processes. All in all this has been a great result.”

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