Macpek – How Self-Service Reporting Empowers Users and Focuses Valuable IT Resources

Company Facts

LOCATION

15 across Quebec

INDUSTRY

Heavy-duty truck parts and light-duty wheels

EMPLOYEES

320+

CHALLENGES

- Create a single-source of truth to ensure accurate reporting

- Make data more accessible to the larger team while maintaining levels of access

- Free up IT resources to focus on other, more impactful initiatives

SOLUTION

- White Cup BI

WEBSITE

www.macpek.com

Based in Quebec, Macpek is the region's go-to resource for heavy truck parts for transport and excavation companies as well as municipalities and has been for more than 40 years. In addition to serving the trucking industry, they have a second division that sells wheels for light-duty vehicles.

As a successful second-generation family run business, they are built on a foundation of dedicated, long-term employees. Steven Wark, Macpek's IT Director, started in 1994. Initially hired to help launch the company's seventh store, he has been involved in almost every aspect of the company, including shipping, receiving, inventory, delivery, and a stint as an outside sales rep. In 2015, Steven settled into the IT department with a unique perspective on both the business and the distribution industry as a whole. He currently oversees all technology needs for Macpek's 15 stores across Quebec.

> "Once the team could understand how the BI tool benefited them specifically, everyone adopted it."

Steven Wark
IT Director

30% Increase in Productivity Through Digital Transformation

Macpek has grown steadily over the years in revenue, headcount, and locations. As the company scaled up, so did their need for a more advanced data analytics process. Prior to becoming a White Cup BI customer in 2015, Macpek used Oracle Hyperion ERP and Excel spreadsheets to create and share sales reports across the organization. Due to the ERP's complicated nature, all report requests were generated through Macpek's IT team. Over time, the need for more and different types of reports created a strain on their small team.

In addition to the exorbitant time IT spent creating reports, the reports aged out quickly and often were not accurate across the organization. There was a clear need to have a single source of truth that updated quickly and was easily accessible to multiple teams. White Cup automated the reporting process for Macpek, opening hours on the IT team's scheduled and increased productivity by 30 percent.

In 2015, Macpek chose White Cup BI (then known as MITS BI) as their business intelligence solution. The search included comparison shopping with Phocas, Infor Birst, and Microsoft BI. Ultimately, they chose White Cup BI for its easy-to-use, pre-built reports and dashboards, integration with their ERP, Infor's CSD, and a strong recommendation from another White Cup BI customer.

Drive Adoption for Over 100 Users

As with any new software, adoption and user buy-in is key to a successful launch. Since the company wasn't familiar with BI capabilities, there were both skeptics and some hesitancy to change. "Initially, we tried selling everyone on the idea of data analytics in general. In the past, everyone was used to just sending IT an email and they would receive a report, so the idea of doing it themselves was daunting at first," Wark said. "Once we did walkthroughs with department leaders to show how the tool could solve their specific problems, that's when they started to see how it could make work easier and more efficient."

Wark and his team demonstrated how easy it was to create reports and queries with just a few clicks and were soon able to onboard 100+ users. "Adoption for us was more of a dimmer switch than a light bulb. But now it's cascaded through the team and people love it, especially our sales reps," said Wark.

Bringing Calue to All Departments with Role-Cased Access

Currently, Macpek uses White Cup BI in all aspects of their business. The sales team, approximately 30 people across 15 locations, uses White Cup BI in the field to determine how to prioritize outreach on a daily basis. Additionally, the purchasing team performs segmentation, monitors pricing, analyzes cost and sales trends, as well as tracks turnover and vendor performance. Moreover, White Cup is an indispensable tool for the executive team, informing strategic decision making and performance measurement.

By empowering employees with self-service capabilities, White Cup has substantially freed up time and resources for the IT team to focus on high-impact, revenue-generating initiatives, such as building two new e-commerce websites.

In the past, sales reps received reports every two weeks, leaving too much room for missed opportunities and requiring more reactive measures than proactive sales. Rather than waiting two weeks for updated data, the near real-time data updates empower the sales teams to proactively make critical sales and purchasing decisions without missing any opportunities.

The Next Stage of Macpek's Digital Transformation

Macpek is a prime example of how the proper software solution selection, combined with the right adoption process, can help distributors streamline their processes, foster productive workforce, and drive revenue. Next on the digital horizon, Macpek is moving to the new White Cup BI cloud solution, making it even easier for them to sell smarter and faster.

Take the Easy Path

With our industry-specific revenue intelligence tools, making smart decisions from your data has never been easier.

WHITE CUP   **Learn more at whitecupsolutions.com**