Fastco: How Canada's Largest Alloy Wheel Manufacturer Reinvented Its B2B Approach for the Future

The family-owned, Quebec-based Fastco has supplied dealers in the automotive market with high-quality custom wheels, tires and accessories for more than 30 years. However, when the company's growth began exceeding its legacy business management capabilities, Fastco's leadership knew it had to make a change.

Read on to learn how the company's ERP transformation — alongside a complete overhaul of its B2B website — helped position it for continued expansion and equip it for anything that might come its way.

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Before: Challenges and Opportunities
- Rapid company growth outpacing legacy ERP capabilities
- Lack of alignment and cohesion between customer-facing and internal B2B platforms
- Need for more data- and analytics-driven approach to manufacturing and sales
- Chance to fortify proprietary software in the cloud — and to future-proof the company

Why SAP and Projexia
- An all-in-one solution with demand planning and warehouse management proficiency
- A strong reputation for supporting and enabling growing — and large — companies
- Extensibility capabilities that Fastco could pair with its ongoing growth
- A skilled, local team of consultants to ensure the project stayed on time and on target

After: Value-Driven Results
- Improved visibility, reporting and analytics across all operations
- Clearer insight into warehouse product tracking and goods movements overall
- Greater understanding of entire order flow and order processing
- More optimized warehouse layouts offering greater efficiency and effectiveness

"Amidst a digital transformation push, you simply cannot get across the goal line absent a strong implementation partner. **It would be like trying to score a touchdown without an offensive line.**"

Kevin Martin, Director of Information Systems, Fastco

20%

Growth rate year over year, even amidst ongoing pandemic and supply chain issues

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Industry
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