

# TIDEWATER FLEET SUPPLY

Warehouse Distributor uses the Nexpart® Distribution Management system and Nexpart eCommerce to specialize on growing private commercial, military and government fleet business.

**"With Nexpart online 24/7 our customers can order after end-of-day and we deliver on the first morning run." – Fred DeLaCruz, VP Finance**

## History:

Established in 1953, Tidewater Fleet Supply is a full line automotive, truck and heavy equipment wholesale parts warehouse distributor serving customers in the Southeastern Virginia area with four warehouses in Chesapeake, Hampton, Norfolk and Virginia Beach. In 2004, L. Allan Parrott purchased the company and is the present owner. Tidewater Fleet Supply is certified as a small business under both federal and state standards.

## Private Commercial, Military, & Government Fleet Specialists:

Tidewater Fleet Supply's sales team has been very successful at developing business with private commercial accounts and fleets, but also with military and government fleet managers. Their sales volume has grown from about \$7 million only a few years ago, to over \$12 million this year. "We've had a Nexpart Distribution Management system for over 8 years and it's a natural for our business. We run our entire inventory, purchasing and Point-of-Sale using the Nexpart Distribution Management system. We like the fit with the catalog system that we have. It's excellent for our counter people and makes it simple for them to take calls from our customers, look up parts and place orders. It's also a very easy system for



Fred DeLaCruz

new people to learn," commented Fred DeLaCruz, Vice President of Finance for Tidewater.

Tidewater also specializes in managing the parts procurement process for municipalities, including their current contract with

"The Nexpart Distribution Management system helps us predict what is needed and when."  
Fred DeLaCruz

the City of Chesapeake, VA. "While running the city's store room facility represents less than 15% of our business, it's a very important part of our credentials for other city, state and federal

municipalities as well as the many military facilities we serve. We have Nexpart Distribution Management terminals and printers right in the city store room so we can manage the inventory and process orders for them." Tidewater has specialized in parts supply to large commercial fleets, Federal, State and local governments as well as several military facilities, fleets and installers.

With their own fleet of 20 trucks, they deliver to customers on an hourly basis throughout southeastern Virginia. "The military has a huge presence in the Hampton Roads area. With the Nexpart Distribution Management system we schedule hourly deliveries to our commercial accounts, the Navy, Army, Air Force, and other government customers."

## Supply and Restocking Major Fleets:

The Nexpart Distribution Management system has very detailed and powerful tracking and reporting capabilities, which helps maintain optimum stock and inventory levels. "With large fleets and the military it's important to anticipate their standard restocking parts because most of their business is regularly scheduled maintenance. Our fleet management customers have a variety of light and heavy duty trucks as well as automobiles that they maintain. Our unique advantage is that we can supply parts for all of them.



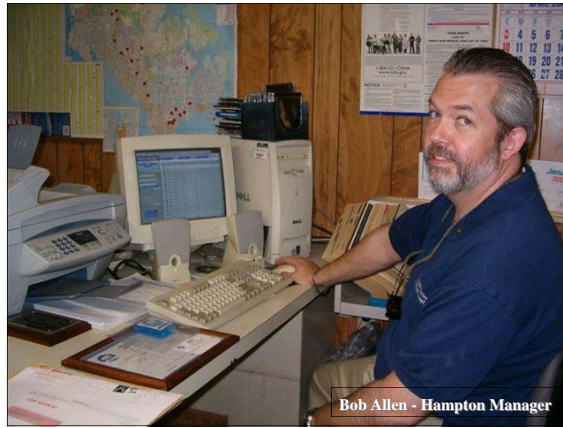
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The Nexpart Distribution Management system helps us predict what is needed, when it is needed, and automatically maintains the proper stock levels in all of our branches. Our purchasing manager reviews the Nexpart Distribution Management system reports daily to make certain we have the stock required to supply our customers. Our Vice President of Sales uses the reports to review how lines are doing, what we may need to add and he works with the sales reps to make sure we are answering our customers' needs. I use the system to manage accounts payable and receivables as well as to maximize Tidewater's profitability. The Nexpart Distribution Management system provides the management information we need to make decisions in all parts of our business."

"The Nexpart Distribution Management system has a lot of standard reports, but often we want to narrow the data down to a specific answer. Most of the time the WHI support team can use the built-in UASK Report Generator to create the exact report or query we want. My primary WHI support person is very easy to work with. Not only is he a programmer, but he understands what we are looking for because he was a Nexpart Distribution Management system customer before working at WHI."

Tidewater Fleet Supply is a member of the Independent Warehouse Distributors (IWD), a national buying/marketing group. "We are both Auto Pride and Truck Pride members and authorized dealers through IWD. Our customers recognize the value in those name brands."



Bob Allen - Hampton Manager

The Nexpart Distribution Management system has variable price levels to support volume discounts, buying levels, promotional and velocity pricing, as well as contract pricing specific to a particular customer. "For our customers, price is just part of what we provide. They appreciate our customer service focus and rely on our ability to supply parts on a timely basis."

"Our customers can verify their own invoice statements on line, saving them and us hundreds of administrative hours." Fred DeLaCruz

**Improving Customer Service with eCommerce:**

"Many customers want on-line access to part inventory look-up and ordering. We added Nexpart eCommerce and it's worked very well for us. We are getting more



and more commercial accounts, agencies and military departments signing up for our eCommerce service. We estimate that eCommerce saves our counter staff at least two hours per day in look-up and order processing alone."

Nexpart eCommerce has a direct link into the Nexpart Distribution Management system, so Tidewater's customers can look up parts in catalog, check inventory and order on-line for rapid delivery. Their salespeople refer customers to the eCommerce site and the customers can order on-line day or night. "We have a number of our customers in cities, contractors and fleets now utilizing our on-line system. It's really saving time for our customers, our counter people and our sales people. With eCommerce on-line 24/7 our customers can order after end-of-day and we deliver on the first morning run. Nexpart eCommerce is a huge addition to our reputation of excellent customer service." – Fred DeLaCruz. "The fact is that a surprising percentage of customers love eCommerce. Those distributors that don't supply eCommerce will simply be left in the dust." – Steve Charles, Vice President of Sales at Tidewater.

**Summary:**

"We have built our business around the fact that Tidewater is located in the Hampton Roads area, near a port facility, with a huge volume of truck traffic. The Nexpart Distribution Management system itself has been very solid for us. Since I came on board, we've all been able to adapt the system to help us grow and it's been able to grow with us." – Fred DeLaCruz