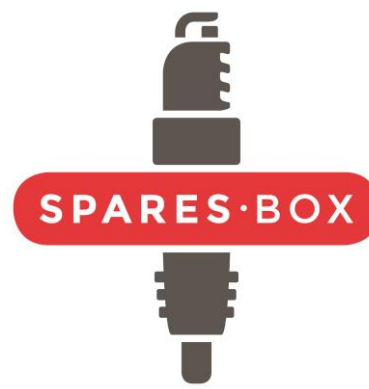


# CASE STUDY

SPARESBOX.COM.AU



## SPARES BOX POWERS THEIR ONLINE STORE AND CHANNELS WITH FUSION FACTORY'S DATA INTEGRATION AND OMNI-CHANNEL COMMERCE SOLUTIONS

*"Rather than needing multiple suppliers to do everything, Fusion Factory is a one-stop shop for data integration and omni-channel commerce—it's all encompassing. They have established a niche for themselves in this space."*

**Andrew Palmer,**  
IT Manager for Spares Box

### COMPANY OVERVIEW

Spares Box was created with a single goal in mind; to empower customers to take back the wheel by creating transparency when managing the cost of their car repair and maintenance. The online shop gives consumers a much-needed new option when it comes to maintaining their cars and 4WD vehicles, allowing them to order auto parts that they need, online in just a few simple clicks.

### DRIVING CUSTOMER SATISFACTION

The online automotive parts industry is accelerating quickly thanks to the online retail boom across the globe, and so is the growing number of savvy online consumers who are on the hunt for choice and value.

Buying auto parts was previously relegated to those exclusively 'in the know' with consumers having to navigate extensive catalogues for a specific part number to suit their particular vehicle, which can be a daunting and confusing process. Spares Box makes the search easy and seamless, giving their customers the ability to search for parts using their on-site vehicle look-up tool. Customers simply visit [www.SparesBox.com.au](http://www.SparesBox.com.au), enter their vehicle details, and the website is customised to only show parts that fit their vehicle, letting Spares Box do all the work for them.

"When we began developing the concept of Spares Box, we went through a rigorous process to figure out how we could connect the dots between vehicle data, our data integration needs and selling across multiple online channels. We looked at multiple middleware and Product Information Management (PIM) offerings," said Andrew Palmer. "We came to Fusion Factory due to the flexibility, scalability, robustness and expertise of their data integration and omni-channel commerce solution—not to mention their proven performance working with a number of merchants in the automotive retail industry."

### THE BUSINESS DRIVERS

Spares Box had a new concept to bring to market—empowering customers to manage the cost of their car repair and maintenance through buying auto parts online. With approximately 12,000 unique vehicle models available in Australia, the data for each vehicle combined with individual part details and inventory feeds must be accurate to ensure a seamless customer experience.

### POWERED BY INTEGRATED DATA AND ENRICHED PRODUCT INFORMATION

The combination of the Fusion Factory single-source data management solution and expertise offers Spares Box customers a simple and easy-to-use online retail solution that anyone can benefit from.

### BENEFITS AT-A-GLANCE

- The vast scalability of the solution—integrating and enriching a massive amount of product data, and synchronising the data to feed into multiple online channels.
- A single-source solution provider enables Spares Box to prioritise key business strategies allowing them to move quickly and keep-up with industry standards and customer demands.
- Significant cost savings having one solution to integrate multiple online channels and back-end systems.
- Reduction in resources required to manage data—CommerceConnect enables Spares Box to manage all their online channels in one place.
- Significantly fast turnaround for adding new online channels.



FUSION FACTORY



## INTEGRATED DATA + ENRICHED PRODUCT INFORMATION = SUCCESS FOR SPARES BOX

Spares Box looked closely at Fusion Factory's expertise, The Flow integration software and CommerceConnect omni-channel solutions. "Ultimately they provided all the functionality that we needed to put the Spares Box technology stack together," Palmer said. "The team has a wealth of knowledge in driving the business process to create the technology outcome. Fusion Factory leads with establishing solid business process requirements. We didn't find that with other providers."

### SEAMLESS SOLUTION FOR FUELING ONLINE RETAIL INNOVATION

Fusion Factory forges connections for Spares Box enabling a seamless customer experience across multiple platforms. Integration with the Spares Box eCommerce platform, eBay marketplace, online channels, ERP and other back-end systems all play a role in making each sale possible and efficient from an operations perspective. "What Fusion Factory does well is take very raw complex data, enrich it and enhance it for the retail audience," Palmer said.

This feat is especially amazing given that that Spares Box sells hundreds of thousands of parts that customers are searching for at any one time. "Fusion Factory allows our customer queries to filter through 3.5 million+ vehicle-product relationships, returning the 100+ parts that actually fit the customers' vehicle in a matter of milliseconds" Palmer said.

"In terms of features, the CommerceConnect user interface provides a view of our product data, all our online channels and shows us what SKUs are active. We're able to extract image reports, fitment information, product specific details and attributes, crucial to the day-to-day running of Spares Box," Palmer said. "On a daily basis we are continually uploading data, creating new product listings for our online channels, enriching content, then integrating that through our online channels and ERP system."

Spares Box relies on Fusion Factory for more than their technology. "We have fantastic support from the team—they've been alongside us through the whole journey and will continue to do so," Palmer said. Fusion Factory works as an extended team to Spares Box.



### BUSINESS BENEFITS FOR SPARES BOX

"The sheer scalability of the solution, integrating and enriching a massive amount of product data, and synchronising the data to feed into multiple online channels is definitely a huge efficiency element for us," Palmer said. "We want to manage our product data at one point, a one-to-many relationship, integrating one product feed into many online channels."

"The Fusion Factory solution has given us the potential to roll out into other online channels. It also makes it easy to add new products—giving us complete control and flexibility—a **significant value add**" he said.

### Benefits Accelerating Spares Box Business

- **A single-source solution provider enables Spares Box to prioritise key business strategies** allowing them to move quickly and keep-up with industry standards and customer demands.
- **Significant cost savings having the one solution** to integrate multiple online channels, back-end systems and suppliers.
- **Reduction in resources required to manage data**—CommerceConnect enables Spares Box to manage all their online channels in one place.
- **Fast turnaround for adding new online channels** based on the responsiveness from the Fusion Factory team and overall solution.

### The Road Ahead

#### Spares Box continues to expand its offerings.

"We are consistently adding to our product range, ensuring we have the marketplace covered," Palmer said. "The combined solution lets us better service our customers. Fusion Factory is our partner in the race toward winning over customers who need automotive parts."