



Aviall Services, Inc. is the world's largest independent distributor of new aviation parts and a leading provider of inventory information services.

Hitachi Consulting teamed with Aviall Services, Inc. to develop a practical solution for their unique needs one that would transform the company from a traditional distributor to a full-scale logistics and solutions business.



C Case Study: Aviall

Business Challenge

In 1999, Aviall Services, Inc. faced declining sales, high customer support costs and significant customer attrition. Quotes and orders were processed manually, taking up to five days to generate large quotes. Inefficiency, lack of integration and limited functionality of Aviall's customer- and supplier-facing IT systems were to blame. Aviall was losing customers, market share and orders when they hired Joe Lacik to serve as Vice President of Information Services.

The Solution

Fulfilling the vision of incoming Chairman and CEO Paul Fulchino, Lacik created a unique IT plan to help transform Aviall from a traditional distributor into a full-scale logistics and solutions business. Lacik turned to Hitachi Consulting for its deep distribution and business process experience. His goal to unite Aviall's 100 remote and 250 internal sales people led to development of a customer relationship management (CRM) system that would allow users to manage accounts, suppliers, contacts, activities, opportunities, fleets and warranties, in real-time.

When completed, the CRM system also provided one-click access to an online product catalog, credit card authorization and package tracking capabilities with all major carriers.

Next, Lacik set out to improve Aviall's supply chain. The plan called for integration of several enterprise software applications, including Siebel Sales and Call Center, Lawson ERP, Catalyst inventory control and warehouse management software, and BroadVision Online Purchasing. Drawing on resources from a variety of disciplines across both Aviall's and Hitachi Consulting's organizations, the team worked collaboratively to develop and roll out the integrated solution.

Business Benefits

The end result was a Web site that allows Aviall's customers and suppliers to gain operational efficiencies through online collaboration. Customers can now access real-time price and availability information and place their orders online—resulting in a significant cost reduction for Aviall from \$7 per telephone order to \$0.39 per online transaction.

