# eazystock

**Case study:**

# AFCAT Group Inc.

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Founded in 2018, AFCAT's mission is to simplify the acquisition of insulation supplies and accessories through technology, improved teaching methods, and providing industry-leading customer service.

Since its inception, AFCAT has experienced remarkable annual growth, now serving its customers from two strategic locations: Dallas, Texas, and Lakeland, Florida.

AFCAT's extensive range includes industry-leading insulation equipment, replacement parts, and skilled diagnostic and repair services. They also offer a variety of tools, accessories, and materials, from traditional to specialty insulation products, including spray foam, fiberglass, ProShield, and radiant barrier.

# The challenge

**Managing nearly 130,000 SKUs with varying lead times and demand fluctuations, along with different purchasing strategies for international and domestic vendors, presented a significant challenge for Travis Heise, Product and Procurement Manager, and the AFCAT team. This complexity made it difficult to maintain optimal stock levels.**

Without robust forecasting methods, the team used rolling quarterly sales figures. This led to inaccurate forecasts that didn't account for demand fluctuations as products moved through their product lifecycles or one-off demand spikes.

Using Microsoft Dynamics 365 Business Central as its ERP system, AFCAT struggled to find the necessary information. As Business Central only provides basic inventory information, the team needed to check and analyze every item for variances and issues, which is impossible when managing 130,000 SKUs.

This lack of visibility of actual demand meant potential issues were missed, leading to costly excess stock and stockouts. With the increasing potential for substantial lost revenue due to stockouts, Travis knew that changes were needed.

# The solution

**Travis and Mike Goulding, AFACT's president, began reviewing options. EazyStock's advanced, proactive, and predictive algorithms stood out from the competition, and the way it created forecasts aligned perfectly with AFCAT's business model.**

As they learned more about EazyStock, they knew the additional features would help drive business efficiencies and improve return on investment.

AFCAT implemented EazyStock alongside their dedicated Customer Success Manager, Mike Vold, with clear objectives to:

- Reduce stockouts and overstocks
- Optimize lead times
- Identify seasonality
- Improve substitution management
- Reduce admin.

# The results

Since going live in August 2024, AFCAT has revolutionized its inventory management, improving service levels, reducing stock value, and gaining more visibility into inventory data.

**4%**

4% increase in overall service level

**96.8%**

Increased Advanced Service Index by over 3%; 96.78% for stocked items

**$13k**

$13,000 reduction in excess stock since 12/24

## Information accuracy

Travis has saved countless hours by replacing the review of every SKU line by line with managing by exception, thanks to automated alerts and reports from EazyStock. This relief from manual work allows Travis to focus on more strategic tasks.

*"The interface is very user-friendly. Everything is right in front of you; you aren't digging around. It's substantially easier to be able to pull a report for a company for a specific area and look at the data that either has alerts on it or a recommendation rather than having to comb through every individual SKU to determine if something needs addressing."*

With better data and information, AFCAT are optimizing lead times through new vendor-specific inventory policies. These new policies are improving their ordering cadence to balance stock levels with items they know have upcoming demand.

Improved data visibility allows AFCAT to better manage their substitutions by directly linking information from their BC environment to EazyStock. This has facilitated seamless switching to new parts while phasing out the older ones.

"We have a lot of customers that either buy massive amounts bi-yearly or quarterly, and those demand trends tend to be missed because you're looking at day-to-day sales ... having those easily accessible alerts to be able to bring those straight to your mind is an absolute game-changer."

**Travis Heise**
Product and
Procurement Manager

## Outlier alerts

Before EazyStock, it was challenging to track demand variations and determine whether spikes were one-time occurrences or a new trend. EazyStock's outlier alerts have brought clarity to what data and items need checking, enabling Travis to manage his time more efficiently and eliminate unnecessary orders.

*"We have a lot of customers that either buy massive amounts bi-yearly or quarterly, and those demand trends tend to be missed because you're looking at day-to-day sales. If you're selling 300, then you notice you sold 2,000, you don't know what's happened. Having those easily accessible alerts to be able to bring those straight to your mind is an absolute game-changer."*

## Order fill-up

With many vendors setting order limitations, such as minimum order quantities or minimum order values for free shipping or price reductions, filling orders used to be a matter of guesswork or random chance. Now, Travis relies on EazyStock's order fill-up functionality to highlight items with upcoming demand whose orders can be pulled forward.

*"Being able to look into the future and make recommendations proactively is a revelation. You're going to need to buy it next month, so you might as well buy it now to meet the MOQ."*

> **"It wouldn't be possible to downgrade without hiring at least 3-4 people. The revenue saved from preventing stockouts and holding excess stock easily justifies the cost of any software."**
>
> Travis Heise, Product and Procurement Manager

## Accurate forecasting

Time-intensive, manual forecasting methods have been streamlined and replaced by EazyStock's comprehensive forecast algorithms. EazyStock's forecasts consider more variables than the previous quarter's sales data and adjust algorithms depending on demand profiles and product life-cycle changes. Knowing that he can trust EazyStock is a weight off Travis's shoulders.

*"The system is doing a good job with minimal manual effort needed from AFCAT. We adjust forecasts when onboarding a new customer to account for their units for the first three months, but then EazyStock takes over from there. It just does its job."*

More accurate forecasting means they are better stocked with the items they need, leading to an overall service level increase from 87% to 91% and a reduction in stockouts.

As EazyStock enables Travis and his team to identify more seasonal patterns for parts, they can plan for the higher-volume seasons while reducing stock in the lower-volume portions of the seasons.

## Comprehensive onboarding

While there was initially a lot of work to align EazyStock and AFCAT, Travis says it wasn't anything you wouldn't expect when onboarding a new system. Since onboarding, Mike and Travis have regular catch-ups, and Travis knows he can contact Mike whenever he has any questions.

*"From the overall team and the onboarding staff, it was as smooth as it could be. I believe, perfect. Ongoing development is perfect; there aren't any issues. Mike is very fast at responding to any questions."*

Mike is enjoying seeing the changes to AFCAT's inventory management and looks forward to helping them achieve even more.

*"Seeing the transformation in the way Travis works and the results they have achieved is why I enjoy my job. Travis was keen to understand EazyStock and get things up and running as soon as possible. The effort put in at the start to get everything set up properly was worthwhile, and the team is going to continue to go from strength to strength."*

Implementing EazyStock has been so revolutionary for Travis that he can't imagine returning to the old ways of working and all the administrative time that used to be involved in planning and purchasing.

*"I think I'd quit! It wouldn't be possible to downgrade without hiring at least 3-4 people. The revenue saved from preventing stockouts and holding excess stock easily justifies the cost of any software."*

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# Find out more

To find out how EazyStock can help your business, get in touch.

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