



Coast Tire

About:

Coast Tire & Auto Service has been serving retail, commercial and wholesale customers since 1984. As the only ISO-certified tire dealer in their region, their goal is to provide the highest quality products and service that will keep customers safely on the road, while saving them money. They support their employees with the latest technologies, making sure they keep pace with developments in the industry. Today, they operate more than 25 locations across New Brunswick, Nova Scotia and Prince Edward Island.

Situation:

As a multiple location independent tire dealer and service center, Coast Tire & Auto Service was in need of a comprehensive business intelligence system that offered remarkable timesavings. They had experience with ASA Tire Systems products, and wanted an add-on product that integrated seamlessly with their current *TireMax*[®] system.

With a focus on quality, Coast Tire & Auto Service needed a system that would install easily, show immediate results, and eliminate the need for custom programming. Coast needed a system that offers many different ways to analyze comparative information quickly and provides reports “ready to present.”

With an eye on the future, Coast Tire & Auto Service wanted a system that would help solve inventory issues, streamline financial statement reporting, and allow them to spend more time analyzing their data and less time compiling it.

Solution:

Coast Tire and Auto Service worked with ASA Tire Systems to install its business intelligence software *Analytix*. Today, Coast uses ASA's *TireMax*[®] Software with the *Analytix* program to mine their business data and use the information to help increase profits and productivity.

For Coast, ASA's *Analytix* application offers two primary benefits. First, they utilize *Analytix* as a business intelligence tool. With *Analytix*, they have instant access to up-to-date and easily accessible executive views of how their business is doing. More importantly, they can quickly spot problem areas, and then drill down to the source of any trouble. Coast can spot changes and trends, and compare locations to see why one is performing better than another is.

Second, they are saving valuable time. With *Analytix*, Coast Tire & Auto Service no longer has to sacrifice their time wading through hard copies of reports, processing data through multiple database programs, and manually combining tables and information merely to get a useful report.

Ken Deveau, Sales Business Analyst, said, “*Analytix* is an awesome tool! By adding it to my *TireMax*[®] System, I am able to spend more time analyzing my data, and have more information at my disposal. Before *Analytix*, analyzing sales and margin issues by store, customer or product category was tedious and time consuming.”

And it doesn't end there, with *Analytix* Coast Tire & Auto Service has a comprehensive tool to analyze and process much needed reports; saving them time and helping to increase profits and productivity. For the future, Coast is investigating ASA Tire Systems' Financial Analyst and Inventory Analyst software to help.



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