



**Industry:** Automotive Reconditioning Services

**Geographies:** North America

### Company Overview:

- \$500M
- 2,600 Employees
- 1,100 Locations

### Solutions:

- Coupa P2P
- Coupa Expense

### Results:

- Millions in savings including:
  - **\$550K** from on-contract spend
  - **\$300K** savings from electronic POs and Invoicing

## Automotive Repair Leader Utilizes Streamline Process to Unify Its Overall Organization

For automotive reconditioning innovator Dent Wizard, substantial market growth prompted a pressing need: flexible, scalable, and streamlined purchasing and procurement processes that empowered its mobile workforce to maximize efficiency and minimize costs. Here's how Dent Wizard transformed legacy operations into digital opportunities.

### Making the magic happen

With a commitment to continuous innovation and excellence in the auto industry for more than three decades, Dent Wizard is helping redefine what smart repairs look like. From on-site wheel, paint, and interior repair at dealerships, body shops, and rental agencies to partnerships with banks, auto lenders, and rideshares across a broad swath of North America, Dent Wizard has the biggest market share in a fragmented industry.

### The challenge: Managing procurement at scale

As noted by Steve Lewis, former Director of Strategic Sourcing, Dent Wizard's unique approach to vehicle repair has delivered significant market success. In fact, in just eight years, the organization grew from a \$100 million to a \$500 million dollar company.

The challenge? According to Lewis, "The infrastructure did not grow with the company — we did not have a purchasing system. I don't know how we thrived." For Dent Wizard, remaining an industry leader required standardization with vendors, pipelines and products.

Lewis also called out the decentralized nature of the company, which he noted "worked for operations but didn't always work for the supply side. We needed to get our arms around who we were buying from and who we wanted to buy from."

### The solution: Centralization with Coupa

Without a purchasing system in place and with more than 600 staff with purchasing privileges in the organization, Dent Wizard needed a way to get vendors on the system and streamline the ordering process. It was extremely challenging to have so many field technicians who could order their own supplies with no guidelines on approved products. According to Lewis, "Coupa provided this structure."

With hundreds of mobile technicians doing most of their ordering outside of normal business hours and ordering what they're most familiar with, Lewis noted that "we might order 1,000 SKUs, but chances are 10-20% we shouldn't be ordering. Instead, we should be consolidating like items to reduce total costs."

Coupa offered critical visibility into the purchasing process, making it possible for Dent Wizard employees and leadership to communicate and coordinate purchasing across a unified platform. What was once a distributed organization with no purchasing strategy, transformed to become an organized and unified team. This started with the development of an approved product list (APL) and paved the way for more streamlined ordering at scale.

### **The results: Streamlining the order process**

With hundreds of mobile technicians across the country, some working from a mobile truck, from a shared corner of the service bay or lot at a car dealership, or elsewhere, Dent Wizard's operations are naturally dynamic — and naturally complex. As noted by Lewis, using Coupa the company was able to set up its purchasing and order process starting with new request for proposals (RFPs) for major product categories.

"The first one was with an automotive paint supplier," says Lewis, "and once it was completed, we saw significant savings with a vendor partner willing to incorporate the Coupa punchout into our collective transactional process. Then we did the same with dry goods and walked away with a lot better pricing." This applied too as they moved forward to streamline other spend categories. He credits Coupa with the structure that let Dent Wizard tackle this challenge head-on by making it easier to know both who and what categories to include in the RFP process and "let us act as one unified organization."

### **Driving sustained success**

For Lewis, the real magic of purchasing and procurement processes isn't about immediate results but the long-term impact of these connected technologies over time. "Success isn't apparent every single day," he says. "It's about seeing that at the end of the day, the process really works."

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