

11% Performance Gain in 90 Days: How ATD Optimized Efficiency & Cut Costs



INDUSTRY Leading Supplier in the Replacement Tire Market

Company American Tire Distributors (ATD)

Location Huntersville, North Carolina

AT A GLANCE:

Challenges

- ▶ Escalating labor costs and overtime expenses
- ▶ High turnover caused by operational challenges during the COVID-19 pandemic
- ▶ Lack of consistent performance standards and real-time operational visibility

Benefits

- ▶ Achieved an 11% average performance improvement within the first 90 days of implementation
- ▶ Realized 25-30% improvement in Units Per Hour (UPH) at select sites during the first year
- ▶ Delivered sustained annual cost savings, reduced overtime, and improved employee retention
- ▶ Empowered engineering teams to monitor, refine, and sustain continuous improvement efforts

OBJECTIVES:

American Tire Distributors (ATD), a leading supplier in the replacement tire market with over 130 distribution centers across the U.S. and Canada, faced rising labor costs, high overtime, and turnover challenges exacerbated by the COVID-19 pandemic in 2020. Achieving this goal required accurate, data-driven labor standards, real-time operational analytics, and a cohesive performance management system to improve team engagement and foster a culture of continuous improvement. ATD sought a partner with the necessary Tier 1 software and engineering expertise to support its extensive distribution network effectively.

SOLUTIONS:

- ▶ Establishing accurate, data-driven labor standards to ensure fair performance expectations.
- ▶ Enhancing real-time analytics to identify inefficiencies and drive continuous improvement.
- ▶ Implementing a structured performance management system to improve team engagement and coaching.
- ▶ Providing leadership training and change management support to ensure adoption across ATD's distribution network.
- ▶ Empowering engineering teams with advanced reporting tools to monitor, refine, and sustain continuous improvement efforts.

The ProTrack system facilitated labor planning, engineered standards, incentive pay, and accountability, all supported by best practices and a robust performance management strategy. Since the initial rollout, ATD has continuously refined the program, with a goal to deploy ProTrack across all 130 distribution centers, ensuring complete visibility into performance and labor costs.

RESULTS:

Within 90 days of implementation, pilot sites achieved an average performance improvement of 11%, accelerating network-wide adoption. Several locations achieved a 25-30% increase in Units Per Hour (UPH) within the first year, leading to measurable annual savings, improved employee retention, and significantly reduced overtime costs.

ProTrack's advanced reporting tools provided ATD's engineering team with actionable insights, enabling them to measure the impact of continuous improvement initiatives with precision. These tools have been crucial in driving sustainable operational improvements and securing long-term success across ATD's distribution network.



“ I’m a really big believer in the Labor Management program that ATD has rolled out. It has made it much easier to manage and motivate our team by giving us real-time performance information we can use in our conversations. Our team is always interested in their performance and eager for ways to improve their work. I’m excited for what this will continue to bring to ATD, and I look forward to future opportunities to increase our productivity with ProTrack.

-Stephen Sallustro
Long Island GM.

Easy Metrics fuels digital transformation of our customers by providing financial and performance visibility of their operational data across their network.

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