



## GPC ASIA PACIFIC DRIVES SCALABLE HARDWARE TRANSFORMATION WITH ACER AND AUSLASER

### CHALLENGES



Need for high quality and consistent hardware to enable more than 6,200 staff to deliver unmatched customer service



Sought a technology partner that provided around-the-clock support, taking pressure off the IT team

### SOLUTION

GPC Asia Pacific has partnered with Acer and Auslaser to continually evaluate and refresh its hardware devices, including ultra-form factor desktop PCs, fully featured notebooks and Thin Client devices

### OUTCOMES



Staff have greater confidence to work faster and more seamlessly with upgraded technology



Efficient hardware deployment and retirement of old devices with minimal impact to brand network

### The Business

GPC Asia Pacific is a leading provider of aftermarket car parts with a strong presence in Australia and New Zealand, operating businesses including Repco, NAPA, Sparesbox, as well as AMX Superstores. The company's scale, buying power and unmatched logistics positions GPC Asia Pacific as a leader in the region, with annual sales of more than AUD \$1.5 billion.

With close to 100 years of operational experience, the largest store footprint in the industry, and a customer focussed genuine service ethos, GPC Asia Pacific needed to ensure it was also delivering exceptional customer service with the latest, industry-leading technology.

### The Challenge

GPC Asia Pacific had a goal to deliver high quality and consistency of hardware devices across its network of retail and trade brands, spanning over 550 stores, 12 advanced distribution centres, and supporting a team of more than 6,200 across Australia and New Zealand.

GPC Asia Pacific were seeking a trusted provider who could service their end-user computing space and offer them the support required to not only ensure devices remained cutting-edge, but also that staff were empowered to use the technology to provide exceptional service to customers.

In their physical stores, GPC Asia Pacific was operating outdated and large point of sale hardware that often prevented team members from delivering speedy and efficient customer service. In an environment where consumers are increasingly looking for instant gratification – the same level of immediacy they're accustomed to with their phones – that having the most up-to-date hardware in-store was essential to delivering a faster and more seamless customer service process.



“Time and time again, Acer has been quick to the market, presenting models that suit our business requirements from a budget perspective down to the specifications of each model. They continue to hit the mark with the right solution for GPC.”

**Haydn Wise**

IT Service Delivery Manager  
GPC Asia Pacific

## The Solution

GPC Asia Pacific has leveraged Auslaser Business Solutions to procure a notebook that would offer durability within their environment, without needing constant configuration changes.

“Time and time again, Acer has been quick to the market, presenting models that suit our business requirements from a budget perspective down to the specifications of each model. They continue to hit the mark with the right solution for GPC.” says Haydn Wise, IT Service Delivery Manager, GPC Asia Pacific.

Following this initial success, GPC Asia Pacific engaged Auslaser and Acer to deploy 2,500 Thin Client devices across all their sites, working quickly to replace their previous vendor’s ageing end-of-life models. For all GPC Asia Pacific sites, Acer and Auslaser carried out the deployment services for all Acer hardware, as well as the retirement of their former hardware assets. Most impressively, they were able to complete the majority of the project within 4 months – a significantly faster turnaround than the average 12-18-month period for an end-to-end deployment of that scale.

“One of the main priorities for us was to help GPC Asia Pacific move beyond technology that acts as a ‘quick fix’ and implement hardware to help them achieve long-term ROI. Being able to turn the project around as quickly as we did, meant that GPC Asia Pacific could spend more time engaging employees and customers with the technology and planning future roadmaps, rather than being bogged down by a time-consuming deployment process,” says Beata Koropatwa, CEO, Auslaser Business Solutions.

The implementation also played a significant role in GPC Asia Pacific’s digital transformation journey – a two-pronged approach, which also saw the business undergo a network upgrade and move from copper to fibre links across all sites, matching the latest network with industry-leading technology.

GPC Asia Pacific has since undergone a refresh of existing devices, replacing outdated hardware with 700 of Acer’s ultra-form factor desktop PCs and 500 fully-featured notebooks in their corporate offices, compatible with Windows 10.

## The Outcomes

Powered by sustainable and scalable technology, the team at GPC Asia Pacific is now equipped with hardware that lasts and can evolve with the business. Empowered to do their roles at a higher standard, both team members in-store and in corporate offices have reported greater confidence and improved capabilities because of the upgraded technology.

“Across the board, our team has seen the new hardware, whether it be a notebook, desktop or tablet as an opportunity to work quicker and more efficiently, and feel they’re properly equipped to do the work that they need to,” says Wise.



“Being able to turn the project around as quickly as we did, meant that GPC Asia Pacific could spend more time engaging employees and customers with the technology and planning future roadmaps”

**Beata Koropatwa**  
CEO  
Auslaser Business Solutions

Having the right technology in their business has not just made a positive impact on the employees but has also been positively recognised by more senior executives in the business. GPC Asia Pacific attributes the success of the implementation to the close working relationship with Auslaser and Acer, and hands-on support from senior executives within both partner organisations.

“Acer is not just a hardware provider, they’re a service provider, along with Auslaser. Having access to senior counsel is a luxury that we’ve never had with any other hardware partners in the past. The way that GPC Asia Pacific, Acer and Auslaser have all worked together, especially on the Thin Client deployment has been nothing short of impressive. From the identification of business needs and solution scoping to custom configuration, onsite support, and removal of the old hardware – the partnership certainly enabled us to deliver seamless business outcomes, with minimal impact to our brand network,” says Wise.

“The continuous open communication we had with GPC Asia Pacific and Auslaser has made the process so much more seamless than we imagined and has allowed us to resolve any potential issues quickly before becoming problems for GPC Asia Pacific, saving everyone involved valuable time. At Acer, we pride ourselves on providing hands-on support to our customers whenever they need it and recognise the value of delivering not just the technology itself but the service around it. Both are equally as important when it comes to setting organisations up for success,” says Rod Bassi, Sales Director Oceanic Region, Acer.

## The Road Ahead

Now that GPC Asia Pacific has hardware in place that suits their environment and improves employee and customer experiences, they are looking ahead at future investments that will take the business to the next level and mobilise its workforce to adapt to change and disruption.

For GPC Asia Pacific, the events of 2020 combined with the dynamic market conditions it operates in, has driven a decision to move the organisation towards a more mobile arrangement – which leans on notebooks and tablets rather than desktops – allowing staff the flexibility to do their jobs remotely. GPC Asia Pacific is confident that their strong partnership with Acer and Auslaser will provide the perfect platform for ongoing transformation and support the business to continue delivering exceptional customer service now and into the future.

**Contact us for a technology consultation: [sales.aca@acer.com](mailto:sales.aca@acer.com)**