



INVENTORY WORKS

WD Electronics Case Study

Executive Summary

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WD Electronics, a leading manufacturer of Street Legal Lighting products for the powersports industry, operates in a booming global market projected to reach \$54.52 billion by 2030. With a focus on durability and performance, they supply accessories crucial for making off-road vehicles street-legal, including kits compatible with popular manufacturers such as Polaris, Can-Am, and Kawasaki.

Using the InventoryWorks Inventory Management App, they realized the following benefits:

- ▶ Reduced stockouts by optimizing inventory management and visibility
- ▶ Saved significant time, eliminating the need for dedicated personnel
- ▶ Minimized human error managing daily transactions across over 700 SKUs
- ▶ Consolidated the number of systems needed by using Salesforce



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About the Company

WD Electronics is one of the powersports industry's leading manufacturers of Street Legal Lighting products. Powersport vehicles are high-performance vehicles intended for off-highway as well as on-highway use. They are designed to withstand extreme operating conditions such as shock/vibration, debris, and other environmental hazards. The global powersports market size was valued at \$36.27 billion in 2022 & is projected to grow from \$37.96 billion in 2023 to \$54.52 billion by 2030. Manufacturers do not include accessories to satisfy local, state, and federal laws due to realities that would place undue burden on these off-road vehicle manufacturers. Essential street-legal accessories include rear and side view mirrors, turn signals, a horn, and an illuminated license plate. WD Electronics provides kits that include a control module, steering column switch, horn kit, license plate frame with integrated LEDs, and all necessary wiring. With decades of experience supporting all popular powersport vehicle manufacturers such as Polaris, Can-Am, and Kawasaki, they are always the first to market with a street legal kit that supports the latest manufacturer vehicles released.



Challenges

WD exclusively builds all of its products in the USA at its Utah facility. With well over 100 different product SKUs and nearly 1,000 raw material components, they needed to find a way to get out of the spreadsheets they were using to track materials purchases, sales orders, and inventory. Because their kits consist of multi-level sub-assemblies each with several components, they also needed a way to easily backflush inventory when a top-level or sub-assembly was built. Rather than finding yet another application to manage this process, they chose to leverage the power of their existing CRM by using the InventoryWorks Small Business Inventory Management app.



Solutions

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The biggest benefit WD received from using the InventoryWorks app was being able to see when they were getting low on inventory. Using the Inventory Summary for insights significantly reduced stockouts and allowed them to determine when to order additional inventory. By using the bin location feature of the app, they were also able to find the location of individual components quickly instead of relying on tribal knowledge throughout the warehouse personnel. The app saved them several hours per day by backflushing inventory for all components in a sub-assembly or top-level assembly. With over 600 inventory transactions per day, they no longer needed a dedicated person to track and manage inventory updates in a spreadsheet. It also eliminated the potential human error that was possible when updating that many line items.



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Summary

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With InventoryWorks you can get out of the spreadsheets, eliminate manual processes, and optimize your management of inventory. Take a look at how our Small Business Inventory Management App can streamline your supply chain and inventory management processes!

[Small Business Inventory Management](http://www.sfinventoryworks.com)

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