

MAXIMIZING YOUR UPTIME WITH CONSOLIDATION

HOW OPERATORS CAN BENEFIT FROM
A CONSOLIDATED PARTS PROGRAM



THE MORNING RUSH

It's 7 a.m., and you're knee-deep in the weekday morning rush. Car after car, customer after customer seems to be craving a hot breakfast sandwich this morning. Your convection oven can barely keep up. It's an operator's dream.

And then it all stops.

It turns out the oven couldn't keep up after all.

The four-hour wait for your service technician to arrive has already resulted in nearly 200 lost sales. Thirty more minutes, and a few additional denied customers later, the technician verifies the culprit – a broken control board – and turns to finding a replacement.

Tick-tock. Tick-tock.



Finding the right manufacturer to call – another 15 minutes.

Three transfers to the “right” department – 10 minutes.

Being put on hold or asking for a callback while the representative tries to identify the correct part and check the inventory – 25 minutes to an hour.

By the time the part is ordered, the morning rush is over – a slight relief, until you learn the new part won't arrive until late tomorrow morning. More paying customers you're going to have to turn away. At this point, you can only hope it's the right part and the installation is easy. Without a partner that has an in-depth understanding of your business and unique equipment needs, though, even that seems to be a long shot.

BENEFITS OF CONSOLIDATION

With a consolidated parts program in place, you wouldn't have to hope you receive the right part – you would know. Partnering with a single-source distributor for all of your commercial kitchen equipment parts needs gives multi-unit operators an excellent opportunity to bring parts availability, equipment knowledge and manufacturer relationships under a single roof that is working for you.

That's a significant advantage, considering the complexities of today's commercial kitchens can challenge even a savvy equipment specialist. A typical commercial kitchen might contain in excess of 12 to 25 original equipment manufacturers (OEMs). For cooking alone, you may cross over Alto-Shaam, Blodgett, Cleveland, Frymaster, Garland, Henny Penny, Lincoln, Pitco, Rational and Vulcan, covering fryers, griddles, convection ovens, steamers – the list goes on.

That's an exponential number of moving parts ready to break at any moment and send you into a similar situation as presented above.

As that example displays, equipment downtime can deliver not only a direct loss of sales, but it also has the potential to affect future business. After all, the lack of consistent commercial food equipment service may be the ultimate trigger that turns customers away from that particular location and potentially *all* of the operation's locations.

A consolidated parts program can help multi-unit operators streamline operations, cut costs and concentrate on the challenges of their business – increased competition, price pressures and the diversified tastes of millennials.

WHEN EQUIPMENT BREAKS, MULTI-UNIT OPERATORS HAVE CHOICES:

- If you do not have in-house service technicians, you have the option to call a service agency for the repair. Calling a service agent authorized by the manufacturer of the equipment will ensure you have access to the OEM parts you need.
- If you have in-house service or decide to call a service agent not authorized by the manufacturer, then having a relationship with a parts provider will provide a single source for accessing any OEM part or technical documentation you need.

THE AVERAGE RESTAURANT INCLUDES:

- 25-30 pieces of commercial food equipment
- 12-25 different OEM manufacturer brands

A STREAMLINED APPROACH

The wholesale parts distribution industry has been providing multi-unit operators comprehensive ordering options since the late 1980s. Most providers started small, supporting the individual needs of a few local companies. As more manufacturers entered the industry and more fragmentation occurred, the opportunity presented itself for these parts providers to broaden their approach and cater to operators of all sizes.

With this new parts resource, the multitude of individual relationships operators needed to maintain with manufacturers was reduced to just one, saving companies time and overall cost. As the foodservice industry tries to recover from the recession, gaining efficiencies like these is a top priority for most companies.



PARTS
AVAILABILITY



EASE OF
DOING BUSINESS



COST

PARTS AVAILABILITY

Parts providers stock a large inventory, across hundreds of OEMs of not only simple and critical parts but also rare parts that seem to break only at the most inconvenient times. It's in these situations where the benefits of a consolidated parts program become most clear – knowing

that you have one go-to source to call that will almost surely have the part in stock when you need it the most.

EASE OF DOING BUSINESS

The simplicity that a consolidated parts program brings to the most critical situations can be the difference between maximizing your operation's uptime and having to deal with long equipment downtimes.

A consolidated parts program can dramatically decrease the time your equipment is down because all of the details around ordering a replacement part are handled for you. From identifying and tracking down the correct part to placing the order, dedicated parts specialists can handle all the necessary work to ensure you receive the right part quickly, saving time and considerable frustration.

"I like dealing directly with a person," says Blake Lambert, maintenance technician for MTG Inc., which operates three Arby's locations, two motels and a Dairy Queen in Nebraska. "All I have to do is give my model and serial number, and they're able to find the part for me. It saves me a lot of time, so I'm not having to stop what I'm doing and log in and do all that work myself."

This personal connection can save companies time in the long run as well. With a consolidated parts program, companies gain a partner that knows their business

"ALL I HAVE TO DO IS GIVE MY MODEL AND SERIAL NUMBER, AND THEY'RE ABLE TO FIND THE PART FOR ME. IT SAVES ME A LOT OF TIME, SO I'M NOT HAVING TO STOP WHAT I'M DOING AND LOG IN AND DO ALL THAT WORK MYSELF."

A STREAMLINED APPROACH

and understands their specific equipment and needs. From this information, the best providers can maintain inventory of the critical parts for a wide range of equipment. They can also help identify associated parts you should think about ordering as well as what others you should keep in stock so you're always prepared.

This in-depth knowledge of your business also enables parts providers to offer insightful reports around your particular equipment usage. By tracking the types and quantities of parts orders for each piece of equipment in your units, parts providers can help you gain a better understanding of what is needed to maximize your equipment's life cycles.

COST

The potential loss of sales that equipment downtime can have on a business has already been discussed, but other costs are associated with replacing parts that many multi-unit operators may not be aware of.

For many multi-unit operators, parts replacement is not budgeted for the year and the costs are often buried in service fees. For large operations, these costs can add up. For most service calls, parts replacement can equal up to 40 percent of the typical service charge.

Parts can be purchased directly from the manufacturer, from a service agent, from a local parts counter or parts depots. Each has its advantages and disadvantages. In any purchase, make sure you understand all the costs associated with the purchase, such as any hidden fees, order minimums, expedited shipping fees, drop shipping fees and restocking fees, which can add up to 20 percent of the cost.

It's important to note that there is often a misperception that parts depots are more expensive than buying direct

from the manufacturer. In many cases, this is not so. Parts depots, through relationships and buying power, can offer replacement parts at list cost or even below list cost.

It's not only the costs that have the potential to add up quickly, however; there is also the equipment downtime that results from having to wait for a technician to identify, order and replace the broken part. All of that wait time has the potential to be greatly reduced, however, if you have a relationship with a parts provider, which knows your business and can work with your technician to help identify and order the correct part almost immediately.

For multiple parts orders, a consolidated parts program gives operators the convenience of consolidated order placement, delivery and invoicing that can save time, which affects the bottom line.

Choosing a parts provider that supplies only OEM parts offers another layer of long-term costs saved by ensuring all equipment runs at maximum efficiency. Using the original parts that were made specifically for the equipment, multi-unit operators can eliminate extra labor time, costs and frustrations now and in the future.



WHO ARE YOU GOING TO CALL?

When a piece of equipment goes down, operators already have enough complexity to deal with. A consolidated parts program gives multi-unit operators a quick and easy way to get up and running again without having to give up control over quality standards or operational excellence.

ABOUT HERITAGE PARTS

Founded in 1987, Heritage Parts was a pioneer of the wholesale parts distribution industry. Representing more than 800 OEM partners, Heritage is the leading provider of Genuine OEM repair and replacement parts to the North American foodservice industry.

Heritage Parts also has the largest and most effective team of customer service representatives in the industry, numbering over 120 professionals. These dedicated parts specialists are a consistent and reliable source of parts knowledge and information. In addition, HeritageParts.com offers 24/7 online ordering, access to real-time parts inventory, the most extensive library of equipment manuals and schematics in the industry, along with calculation of shipping costs at the time of the order.

With this unique access to knowledgeable parts specialists and the largest in-stock parts inventory, Heritage delivers more than 99 percent parts identification accuracy and 98 percent same-day shipping performance on stock items.

A testament to its superior service, Heritage Parts was named a 2014 Best in Class Award winner by *Foodservice Equipment & Supplies*.

Learn more about Heritage Parts by visiting www.HeritageParts.com.

WHY WORK WITH A PARTS DEPOT

- **MANUFACTURER CONSOLIDATION:** Single-source provider to meet a diversity of needs across multiple channels
- **INVENTORY CONTROL:** Enables you to stock minimum levels without tying up capital for parts and conversely enables you to stock only the parts you use most often
- **PARTS IDENTIFICATION:** Access to a knowledge center that has expertise in hundreds of manufacturers within the marketplace, providing you a source that supplements your operation
- **BENEFITS OEM AND ASA:** Lets OEMs and authorized service agents (ASAs) focus on what they do best and not divert resources to support and stock thousands of parts

