



How SelectHub helped

# ATS Diesel

find their ideal software.

# Client Details

Clint Cannon founded ATS Diesel in 1993. ATS Diesel Performance is a cutting-edge company focused on designing and manufacturing performance parts for your Ram Cummins, Ford PowerStroke, GM Duramax, Ram Hemi, or Jeep. In recent years, they began making strides to draft clean diesel technology that's more suitable for the environment.

Before coming to SelectHub, ATS Diesel found that only a handful of programs met their needs in business management, marketing, manufacturing, shop floor management and ERP. They reached out to SelectHub because they needed help and wanted a company that would listen to their needs, have the appropriate knowledge and experience and provide guidance in making a software selection.

## ATS Diesel Fact Sheet

Employees	65 to 70
Revenue Range	\$12-\$15 million
Industries	Diesel, Manufacturing, Machine Shop, Installation, and Financials
Locations	HCM

# The Challenge

A lengthy implementation due to clean data and inventory. The Client shifted to new software to meet business management, marketing, manufacturing, shop floor management, installation/service, and ERP needs.

# Solution Offered

SelectHub's services, including requirement building, several stakeholder interviews, vendor capability vetting, and contract negotiation advising.



"SelectHub understood our business really well, [and] saw how the right software could take ATS Diesel to the next level. SelectHub did the relevant due diligence, and ATS Diesel ended up with a system that we're very happy about. [We] didn't have a successful software selection before SelectHub. We were successful this time because of what SelectHub did."

**Clint Cannon**  
CEO, ATS Diesel

# Activities

The vital operations that SelectHub implemented included building manufacturing routings and BOMs, counting inventory, linking inventory to work orders and sales orders, and building business processes.

# SelectHub Process



**Requirements Gathering:** Over a span of two months, ATS Diesel created a comprehensive requirements template and conducted business-wide interviews for specific components. Once the ideal features were gathered, SelectHub helped ATS Diesel review how vendors scored against the list. Scores range from zero, meaning it's not supported, to 100, meaning it's fully supported.



**RFP and Shortlist:** ATS Diesel sent requirements to a list of selected vendors. There were ten to start, but based on their scores and compatibility that were compared thoroughly on SelectHub's [Decision Platform](#), they were shortlisted to five. Based on SelectHub's data, they narrowed their shortlist to two vendors between November and December 2020 because they concluded that one or both of these solutions could easily mesh with ATS Diesel's operations.



**Product Demo:** SelectHub and the Client set up targeted demos with their top two selected vendors to gauge how well they met their requirements. By the end of December, ATS Diesel signed up with NetSuite because it best aligned with their ideologies and business areas. NetSuite's requirements score and demos were ideal and best aligned with the company's standards.



**Customization:** The Client also weaved in a product data management (PDM) extension to their Solidworks program and third-party platform for their bill of material (BOM) processes.

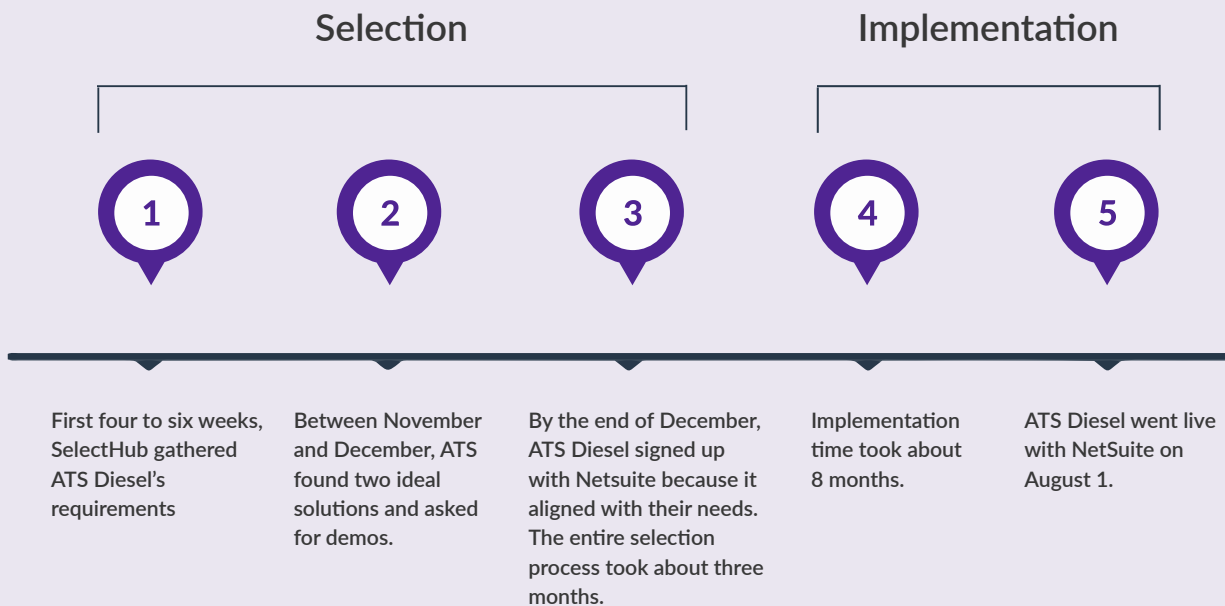
The selection process took approximately three months to find a solution that met ATS Diesel's needs. The Client went live with the solution on August 1, 2021 over the course of an eight-month implementation. Developing specific requirements saved plenty of time in the selection process, along with diligent vendor capability vetting.

# Metrics Measured

KPIs measured included proprietary company KPIs, employee performance to allocate the appropriate rewards, and the ability to account for inventory.

# Timeline

The entire selection process took three months. ERP Project Manager Leonard Smith said, "The selection process was as expected. We estimated roughly four to six weeks for creating the requirements, vetting them with stakeholders and recommending software vendors."



Nevertheless, there were some small issues with the implementation process. The sales data came from a platform that had no association with ATS Diesel's inventory. QuickBooks' invoices didn't have the same part names as the sales data. Also, there was no record that the real inventory was purchased or sold. Those were aptly addressed over time.

# Results

ATS Diesel sees more significant website sales and business organization with an enhanced sales order understanding and its effects on items, inventory, shipping and financials.

ATS Diesel successfully selected the right software for their unique needs smoothly and collaboratively. ATS Diesel expressed that SelectHub guided them through the entire process in a professional, approachable, timely and personalized way, ensuring that key stakeholders met the requirements and negotiated pricing to the best possible outcome while securing favorable terms of service.

# About Managed Selection Services

SelectHub works on your behalf and guides you on how to achieve your research, evaluation and selection objectives:

- **Proven Methodology:** SelectHub's software selection methodology allows you to do the right things in the right order, validating along the way. Quickly identify inconsistencies or "false positives" that can hurt your project during the implementation phase and easily share demo use cases and corresponding success criteria with shortlisted vendors.
  - **Leverage Real Data:** Driven by data from detailed research, and validated across thousands of diverse selection projects, SelectHub saves an average of 15% in software and implementation costs by analyzing past deals.
  - **Decision Platform:** SelectHub's Managed Selection Services team leverages the SelectHub Decision Platform, powered by data from thousands of projects and developed using the team's extensive industry knowledge and experience.
  - **Expertise:** SelectHub has real-world expertise in working with internal stakeholders and vendors throughout the selection process to ensure nothing is left to chance. SelectHub experts provide companies with tried-and-true tips and tricks we have learned running hundreds of selection projects.
- [Learn how we can guide your team through complexity to the right decision.](#)

## SelectHub's Software Seller Programs

SelectHub's Seller programs are designed so that vendors can connect and reach high intent Enterprise Software buyers who interact with SelectHub during their software selection journey. Our custom content attracts prospective buyers with an objective to pick the right software for their business needs. The SelectHub software platform enables fair comparison for users and thereby gives software vendors the most focused and timely exposure to high buying intent.

## HQL Program

SelectHub generates the highest quality level of leads available for the software industry. All our inbound leads have demonstrable intent and get BANT-qualified by our skilled team in Austin, TX, while setting up the prospect to be ready for your call. Through phone verification and granular filtering, we are able to deliver real value to vendors who are looking for real prospects and strategic partnerships.

[Learn More about HQL Program](#)

## Inbound MQL Program

SelectHub provides viable nurture opportunities for your marketing programs to connect with future prospects and gain mindshare leading up to opportunities. We validate prospects and add additional information such as Job Title, Industry, and Company Size beyond the generic information so that you can segment sharper. With the help of our proprietary platform and resources, we are able to vet intent in our leads which can help your team nurture more impactfully.

[Learn More about MQL Program](#)

## About SelectHub

SelectHub is a combination of a software platform & research firm that makes selecting enterprise software data-driven, agile, collaborative and free of bias.

We support everything from initial research to final vendor selection and price negotiation. Driven by data from detailed analysis and research and validated across thousands of diverse selection projects. SelectHub shortcuts the selection process ensuring more informed and accurate purchase decisions.