

**DATE**

December 22, 2015

**SECTORS**

Industrials

**DEAL LOCATIONS**



# DC Advisory advised PartsRiver on its sale to Rush Enterprises

PartsRiver is an online marketplace that provides a wide range of heavy duty truck parts. The company builds powerful solutions for repair shops, parts dealers, fleet owners, and manufacturers.

PartsRiver was founded in 1999 and is based in the United States.

Benefits to the buyer include:

- Reduce cost of part-procurement through cleansing, normalizing, and streamlining the part master

Increases:

- Revenue through faster integration of new store acquisitions, increasing capacity for acquisitions
- Revenue from RFP wins through faster response and more effective offers
- Store revenue through faster and effective response to incoming phone queries
- Revenue through progressive e-commerce: provides the site visitor with contact information of nearby stores that have the desired part in stock, and the option (at the discretion of the distributor) to show prices, take orders online, and route them to the appropriate stores
- Profit by selling the right product mix at the right price by monitoring the continuously evolving market landscape (part availability, and who sells what product at what price)