bubo.ai

CASE STUDY / HEAVY TRUCK PARTS

Globocam: how AI-driven pricing works on a dealer's own data

How Quebec's largest truck dealer group used bubo.price to find margin its existing pricing structure could not surface.

1994	10	~600	~$500m	2026
FOUNDED, MONTREAL	DEALERSHIPS	PEOPLE	ANNUAL SALES	CANADA'S BEST MANAGED*

01 WHO GLOBOCAM IS

Founded in Montreal in 1994, Globocam is the largest network of heavy-truck dealers in Quebec, with ten dealerships across the province and into Cornwall, Ontario. Around 600 people sell and support new, used and electric trucks from Freightliner, Western Star and Rizon, with a substantial parts and service operation behind them. The group has reached $500 million in annual sales, delivers close to 1,600 trucks a year, and in 2026 was named one of Canada's Best Managed Companies*. This is a business with real scale and a stated commitment to modernizing how it operates.

02 THE CHALLENGE

Globocam prices its parts centrally, across thousands of SKUs and customers. At millions of potential customer/part combinations, potential margin improvement is impossible to find with traditional tools. Bubo AI's first task was to work with the Globocam team to enhance their existing pricing architecture, adding detailed product segmentation and customer classification to put the business in a position to apply AI-driven pricing to maximum effect.

03 PROVING THE CONCEPT

A bounded pilot on bubo.price allowed testing of both the new pricing structure and the recommendations from Bubo AI's model. Focused on a defined section of the parts business, the goal was to prove that the revised approach generated higher gross margin on parts sales than before. The pilot showed that bubo.price could identify specific, defensible price changes in Globocam's own data, and it gave the commercial team a fresh perspective on a pricing structure that had built up over years. bubo.price worked alongside Globocam's existing systems, with no change required to them.

04 GOING LIVE

On the strength of the pilot, Globocam moved bubo.price into full production in March 2026. It is now applied to around 60% of the parts department's revenue. Bubo AI's remit also expanded to include adaptation of supplier price increases, providing scenario planning across market price increases, inventory management and customer discounting.

05 THE RETURN

Across the parts activity bubo.price informed, gross margin moved up by roughly one percentage point, and that improvement has held as the rollout has matured. In a parts operation of this size, a gain of that order is a substantial commercial return, and has repaid the cost of the engagement several times over in the first few months of operation.

> "Working with Bubo AI gave us a far clearer view of our pricing dynamics. The depth of analysis and data-driven insights helped us uncover margin potential that had previously gone unnoticed."
>
> JEAN-PHILIPPE VIEL, PARTS DIRECTOR, GLOBOCAM

* Canada's Best Managed Companies, deloitte.com

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