

▶ Goodyear® Dunlop EU/EEMEA

“We absolutely beat the competition with the SSA Collaborative Order Management solution.”

—GEORGE RIETBERGEN, DIRECTOR OF RETAIL AND EBUSINESS, GOODYEAR DUNLOP



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► strengthen customer service and satisfaction.

Business Issues

Goodyear Dunlop EU/EEMEA had a complex business challenge: they needed a new order management solution that could be used by its thousands of dealers in 28 countries throughout Europe, Eastern Europe, Middle East and Africa (EU/EEMEA). It had to be easy to use, provide sub-second response time and capable of accommodating as many as 24 different languages. It would also have to seamlessly support the company’s multiple tire brands and product groups. To meet these requirements, Goodyear Dunlop chose SSA Collaborative Order Management.

The Company

Headquartered in Brussels, Belgium, Goodyear Dunlop Europe, Eastern Europe Middle East and Africa, a subsidiary of U.S.-based Goodyear Tire and Rubber Company, serves a dealer network that extends across Spain to the Ukraine to South Africa. In this region, the company sells multiple brands of tires for several segments of the automotive industry. Its products include high-end Goodyear and Dunlop tires, as well as mid- and low-end products. The company has a highly-effective call center operation for its dealers. And for all brands and products, they use an effective online order management system from SSA Global.

What's Critical

For Goodyear Dunlop, it was critical that its online order management system efficiently address an extremely complex set of business factors. The system had to accommodate an unusually complex customer set that does business in nearly 28 countries, each with one or more common languages and a variety of tax and business conditions. With this in mind, the system would have to be as easy to use as

company -----	Goodyear Dunlop EU/EEMEA
solution -----	SSA® Customer Relationship Management
product -----	SSA Collaborative Order Management
platform -----	HP®
operating system -----	UNIX®
database -----	Oracle®
industry -----	Automotive
country -----	Belgium

any other method of order placement. It would also have to be flexible and capable of working with any level of IT infrastructure at Goodyear Dunlop's customers' sites, some of which have formal IT infrastructures and some which have no IT systems at all.

The new solution would have to be equally transparent and easy to use within the company. Goodyear Dunlop has a centralized IT infrastructure, so the collaborative order management system serving EU/EEMEA has to process each transaction through the company's main IT system in Akron, Ohio. These transactions would have to be processed fast enough that users were unaware of the complex back-end requirements.

Finding the Right Solution

According to George Rietbergen, Director of Retail and eBusiness, the company was looking for a provider that was focused on business-to-business solutions, had a proven product and was committed to getting them up to speed as fast as possible. They chose SSA Global. Rietbergen says, “There was no other company that could deliver the capability we needed.”

SSA Collaborative Order Management has exceeded expectations for efficiency and cost reduction. It gives Goodyear Dunlop the flexibility to serve thousands of tire dealers with different capabilities and needs. “Dealers with ERP systems can connect directly to our system using electronic data interchange based on XML,” Rietbergen explains. “If they don't have an ERP system, they can take a classic B2B approach and use the Internet.”

Because the solution had to be implemented in nearly 28 countries, Goodyear Dunlop needed to minimize the amount of customization required for each country. “With SSA Collaborative Order Management, we had very little customization,” Rietbergen says. “About 95 percent of the solution is standard for each country with only minor customizations to address local language and business requirements.”

Goodyear Dunlop understood that a robust collaborative order management solution would not be enough. Rietbergen explains: “Business change management was also an important part of making a B2B solution successful. If you want to drive traffic to your site, your sales organization must promote it and you have to have a call center that doesn't view it as a threat. We need our call center staff to move away

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► reduce customer support costs and call center workload.

from simple order taking and more towards complicated outbound tire consulting and selling activities. This is what our customers want and it's a lot more fulfilling for our staff, hence, better results.”

Implementing Fast

With the right IT solution selected and a strategic approach to business change management, Goodyear Dunlop worked with SSA Global on an implementation that was fast and made the best use of internal resources.

“For each country, we created a full rollout plan that included internal change management, a go-to-market strategy, and the all-important IT considerations,” Rietbergen says.

Goodyear Dunlop completed the rollouts in 28 countries in a little more than a year. “The implementation went very smoothly,” says Rietbergen. “There was good teamwork between SSA Global and us. We were able to implement the solution in a new country every three weeks. This was quite an accomplishment, given the different languages, currencies, and tax and payment systems.”

Making it Pay

After only a year of operation, the new system now accounts for 25 percent of all Goodyear Dunlop orders in the EU/EEMEA region, and as much as 70 percent in some countries where there was no online order system a year ago. “We are seeing a change in customer behavior. And dealers have changed the way they do business with us,” Rietbergen continues. “The system is 24x7 and that's the beauty of it. In fact, 25 percent of all orders are now placed when our call center is closed.

“We are seeing an incremental increase in revenue and if you look at the number of hits we're getting, it's clear that we're giving customers easier access to the information they need.” SSA Collaborative Order Management is popular with Goodyear Dunlop customers and an effective tool for cost reduction.

“We absolutely beat the competition with SSA Collaborative Order Management,” Rietbergen says, noting that competitors have tried to emulate the Goodyear Dunlop systems but have been unable to match the speed and ease of use. “Our system is rocket fast. It's simple to use and it's real time.”

Forward Faster™ - Into the Future

According to Rietbergen, the new system is evolving into a major strategic business initiative for Goodyear Dunlop. The company is planning to rollout expanded functionality that will soon make it possible for dealers to place an order for tires with just three clicks. In addition to faster order entry, Goodyear Dunlop is creating business portals for dealers that will have tools they can use to make their own businesses more efficient. “We are really changing the way we do business, and we are making it easier for our customers to do business with us,” he concludes.

about SSA Global

SSA Global is a leading provider of extended ERP solutions for manufacturing, distribution, retail, services and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extension solutions including corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 63 locations worldwide and its product offerings are used by approximately 13,000 active customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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