

## ▶ Shanghai Tonghui Automotive Parts Consolidation Center

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— YANG JIE, VICE-MANAGER, SHANGHAI TONGHUI AUTOMOTIVE PARTS CONSOLIDATION CENTER



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## ▶ SSA Warehouse Management a clear winner.

### Business Issues

The leader in China’s automotive distribution industry, Shanghai Tonghui Automotive Partner Consolidation Center (Tonghui), implemented SSA Warehouse Management to deliver value-added services in materials handling and distribution and to support its fast growing business. Since the deployment of the SSA Global solution, Tonghui has achieved world-class standards in warehouse operation and management, lowering costs, raising profit margins and sharpening the company’s competitive edge.

### The Company

Shanghai Tonghui Automotive Parts Consolidation Center is a leading third-party logistics supplier that aims to provide high quality inventory management, repackaging and distribution services to automotive manufacturers in China. It is located in Jingqiao Development Zone of Pudongin Shanghai, adjacent to its major customer Shanghai General Motors, and has more than 200 employees. Since its establishment, the organisation has undergone a rapid expansion. In the past 12 months alone, the volume of business has increased threefold.

### What's Critical

Automotive manufacture requires the coordination of many complicated and expensive parts. For companies like Tonghui, it is a complex process to collect parts from various suppliers and deliver them to specific locations at a precise time. Tonghui’s major customer, Shanghai General Motors, requires its suppliers to meet strict requirements in packaging and delivery. All parts should be traceable throughout the logistics process and all orders need to be settled on the same day, with reports supplied daily.

company -----	Shanghai Tonghui Automotive Parts Consolidation Center
solution -----	SSA® Supply Chain Management
product -----	SSA Warehouse Management
platform -----	Windows® 2000
database -----	SQL Server® 2000
industry -----	Automotive Supply
customer revenue -----	RMB30 million
employees -----	200
country -----	Mainland China

“A powerful warehouse management system is necessary to deliver high-quality services in automotive distribution,” said Yang Jie, Vice-Manager, Shanghai Tonghui Automotive Parts Consolidation Center.

While Tonghui is the outright leader in China’s domestic auto logistics industry, there is still a gap between Tonghui’s capabilities and those of its peers in Europe and America. Even though consolidation centres are not new in other parts of the world, the consolidation center is a brand new logistics concept in China, and Tonghui is a pioneer in its field.

### Finding the Right Solution

Tonghui established the critical success factors that would ensure it met its customers’ requirements and expectations. The selection committee then conducted an extensive investigation of potential solutions. SSA Warehouse Management proved a clear winner.

SSA Warehouse Management, a core product of the SSA Supply Chain Management solution, is a market leader worldwide with more than 100 multi-national customers. The solution is backed by a skilled and experienced technical and support organisation, both at local and global levels, and has a track record of delivering improved business performance to large and small enterprises.

“Adopting an international, advanced software system such as SSA Warehouse Management would allow us to introduce high quality operational and business management processes and procedures,” said Mr. Yang. “As anticipated, SSA Warehouse Management has enabled Tonghui to realise its objectives and to achieve world-class operational standards.”

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Since the adoption of SSA Warehouse Management, Tonghui has sharpened its core business and greatly increased customer loyalty and satisfaction.”

— YANG JIE, VICE-MANAGER, SHANGHAI TONGHUI AUTOMOTIVE PARTS CONSOLIDATION CENTER

## ►► **Comprehensive inventory and logistics process control.**

### **about SSA Global**

SSA Global™ is a leading provider of extended enterprise resource planning (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](http://www.ssaglobal.com).



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