

YOKOHAMA Europe GmbH

Solutions, Licenses, Hosting –
all services from one source!

»With itelligence, we have gained an experienced SAP midmarket consultant for the automotive industry, which also provides competent on-site assistance for the roll-outs of our European subsidiaries with individual headquarters in Western and Eastern Europe and ideally manages our SAP installation in their own data center in Bautzen, Germany.«

Christian Stanisch, Manager OE Logistics, YOKOHAMA Europe GmbH

Simply faster with it.automotive supplier

A distinct profile is not only important for tires, but also for processes!

Porsche, Lotus, Bentley, Aston Martin, Daimler AG, Toyota, Smart, VW, Audi or Honda and Isuzu: in the original equipment business, the "who is who" of automobile manufacturers depends on passenger tires from YOKOHAMA. And they're not the only ones: The replacement/spare parts business for tire chains is also extremely well-rounded.

YOKOHAMA Europe GmbH

With a broad product spectrum, YOKOHAMA Rubber Co., Ltd. is the sixth largest manufacturer in the worldwide tire market. The tires of the Japanese manufacturer are distinguished by their excellent braking behavior and precise handling. As a subsidiary of the Japanese YOKOHAMA Rubber, YOKOHAMA Europe GmbH in Düsseldorf, Germany coordinates the business from distributorships as well as the original equipment business in the European market. For the replacement/spare parts business with the tire manufacturers, YOKOHAMA Reifen GmbH operates in the German market.

With a total of around 70 employees, YOKOHAMA Europe GmbH and YOKOHAMA Reifen GmbH in Düsseldorf were able to achieve sales of EUR 30 million in 2006.



In addition, the tire manufacturer enjoys a great presence in motor sports as well. In recent years, the racing sports program has extended itself from supporting individuals or teams to sponsoring complete racing series such as the FIA WTCC (World Touring Car Championships). Finally, racing sports offer YOKOHAMA a perfect environment to test their tire technology and develop better tires for road use. With these requirements and the great global demand, the tire manufacturer with its headquarters in Japan has captured the sixth place in worldwide business. But this position also includes a great amount of responsibility: in the OEM business, the automobile manufacturers place high demands on their suppliers. In the end, the automobile manufacturers make use of an experienced manufacturer like YOKOHAMA, in order to achieve cost savings with innovative and shortened product cycles – and that requires a trouble-free, system-controlled cooperation.

Overcoming standard hurdles

In the tire business, YOKOHAMA has similar challenges. The company traditionally sells its products to end customers by means of large chain stores. In this business, a multitude of specific contract, delivery and invoicing processes must be followed. With YOKOHAMA's previous IT-landscape, this was not possible, however.

Both the automobile manufacturers and the large-scale tire retailers use various software platforms and standards in their ERP and supply chain processes which could not easily be integrated into the existing solutions from YOKOHAMA.

Until now, YOKOHAMA employees had to manually download order information from portals from the business partners or in the form of e-mails, format them anew, and then insert them in individual business applications so that the



orders could be processed. Their logical consequence: lost time, entry errors and bottlenecks. Due to the lack of integration, the operators responsible could not provide any information regarding the status of each order. YOKOHAMA therefore decided to switch to a standardized IT-solution: to its automotive supplier, the SAP Business All-in-One based partner solution from itelligence, since this solution offers the mid-sized company the processes, business scenarios and forms that are exactly tailored for the industry.

Strategically and quickly implemented

With the FIT GAP analysis, an intensive agreement of the business processes to be taken into consideration was first carried out with the company headquarters in Japan. This was continued with a crash course about development. Then

with the help of the intelligence Coaching approach, together with permanent prototyping, a comprehensive transfer of knowledge took place in the company during the project: not only did the YOKOHAMA key users learn to deal with the new system – custom settings were also jointly addressed. The improved version of the system was periodically presented by the key users to the steering committee. Not only were interdepartmental integration issues addressed, the project goals became the focus for all participants.

In this manner, software for Financial Accounting, Equipment Accounting and Controlling and the modules for Sales and Materials Management were implemented





Name:
YOKOHAMA Europe GmbH

Industry:
Automotive supplier

Products:
High-quality tires

Company size:
70 employees
including 21 SAP users

Sales:
EUR 30 million in 2006

Headquarters:
Düsseldorf, Germany

Subsidiaries:
Worldwide

within 120 days for 21 users in the company. The external tire warehouse in the Logistics Center was also integrated into the solution, in order to permit a delivery time within 24 hours.

With this speedy implementation, YOKOHAMA had already achieved an essential goal: the company was immediately able to make use of a comprehensive, integrated and extensible ERP solution that could be adapted to the continually expanding corporate development. By default, it.automotive supplier offered the most diverse industry-specific functions that ideally mapped all processes which arose. And with the additional introduction of it.x-change as an SAP EDI converter, the company went a step further: supplier requests, detailed issue requisitions, credit notes, invoices and additional documents could be electronically transferred in a seamless manner and jointly used by manufacturers or suppliers throughout the world. Faster processing of requests and orders was also possible and YOKO-

HAMA was able to further increase customer satisfaction. In addition to license delivery and maintenance, as a complete IT service provider, itelligence also took over the hosting and operation of the entire SAP application in its full-service data center in Bautzen, Germany. There, the HP Servers, together with the MAX DB Database, provide the highest level of accessibility at all times.

The SAP roll-outs in additional European subsidiaries of YOKOHAMA are next on the agenda. In the future, the company will also be based on competent services from one source, from itelligence!

Facts & Figures

Solution: Introduction of the itelligence SAP ERP industry solution it.automotive supplier

Hardware: HP Server

Database: MAX DB

Modules implemented: SD, MM, FI, CO, EDI – with it.x-change

Project duration: 7 months or less than 120 consulting days

The advantages:

- Integrated, powerful and future-oriented ERP system
- Automotive supplier industry solution with high coverage of functionality
- Transfer of expertise through itelligence as an SAP automotive specialist
- Transparent, integrated and optimized business processes
- Economic, efficient introduction methodology with transfer of expertise
- Investment security through proven and market leading SAP ERP software
- Permanent availability of all relevant information

