

Dana: Supporting Aftermarket Growth with the SAP® Extended Warehouse Management Application

In 1904 the first practical universal joint to transfer power in an automobile launched the Dana Holding Corporation. Now, with distribution centers all over the globe, the company needed a warehouse management solution that would help it quickly bring aftermarket business back in-house after 10 years of outsourcing. In just six months, the project was live and a new distribution center was established in Europe. Now customer satisfaction and sales are on the rise.



| SAP AG, Walldorf, Germany. Used with permission.

Implementation Partner



Executive overview

Company

Dana Holding Corporation

Headquarters

Maumee, Ohio

Industry

Automotive

Products and Services

Engineering, manufacturing, distribution, and service of drivetrain technologies, sealing systems, and thermal-management solutions

Employees

24,500

Revenue

US\$7.6 billion (2011 sales)

Web Site

www.dana.com

Partner

IBM

BUSINESS TRANSFORMATION

The company's top objectives

- Bring European aftermarket business in-house after 10 years of outsourcing to improve service control and reduce costs
- Replace disparate systems with a single solution to support global aftermarket strategy
- Implement quickly with no unplanned downtime

The resolution

- Implemented the SAP® ERP application and the SAP Extended Warehouse Management application at a new distribution center in Hungary
- Deployed the IBM Express Fabrication and Assembly Solution, a qualified SAP Business All-in-One partner solution, and IBM DB2 database software

The key benefits

- A single, integrated system to support the entire international aftermarket distribution network from warehousing through distribution
- Closer relationships with customers that improve satisfaction and sales
- Greater visibility of operations to better match supply with demand, reduce costs, and enhance service-level performance

“SAP solutions appealed to us because they are widely used by companies with international operations. We now have the scalability and flexibility we need to support our customers and establish a foundation for growth.”

Brad Knauf, Senior Global Manager - Aftermarket Operations, Dana Holding Corporation

TOP BENEFITS ACHIEVED

6 months

Implementation time at a new distribution center with no unplanned downtime for customers

15%

Improvement in customer order fill rate (from 80% to 95%)

85%

Reduction in customer orders past due within six months