

## SAP Customer Success Story

“... we will be rapidly increasing our market share in the fleet sector, because if we offer a considerable advantage in terms of service as well as a convincing product, why would fleet customers turn to the competition?”

Jean-Louis Piraux,  
Business Project Manager for FleetOnlineSolutions, Goodyear



### AT A GLANCE

#### Company Name

Goodyear  
Europe  
www.goodyear.com

#### Industry

Automotive (tire manufacturer)

#### Key Challenges

- Improve service
- Maintain competitive edge

#### Implementation Partner

SAP® Consulting, part of SAP  
Customer Services Network

#### Solution and Services

SAP NetWeaver™:  
SAP Enterprise Portal and  
SAP Web Application Server  
components

#### Existing Environment

SAP R/3®, (now available in  
mySAP™ ERP)

#### Implementation Highlight

Rapid, smooth implementation  
throughout Europe

#### Key Benefits

- Increased transparency of processes
- Access to consistent, real-time information
- Enhanced service
- Sharper competitive edge

## GOODYEAR

### INCREASING CUSTOMER SATISFACTION WITH SAP NetWeaver™

With well-known tire brands such as Fulda and Dunlop, Goodyear is the largest tire manufacturer in the world. In fact, many automobile manufacturers – along with major trucking companies, fleet businesses, and car leasing agencies – choose to equip their vehicles with Goodyear tires because of their high quality.

However, it's a tough marketplace, since consumers always have many options from which to choose – which is why Goodyear's strategy to stay competitive involves not only producing high-quality tires but offering excellent service as well.

“Many internationally active customers, such as large leasing agencies, want to equip their fleets with tires using a single service provider. This is why we decided to introduce FleetOnlineSolutions,” explains Jean-Louis Piraux, business project manager for FleetOnlineSolutions at Goodyear.

### UNIFORM SERVICE THROUGHOUT EUROPE

Based on the SAP NetWeaver™ platform – including the SAP® Enterprise Portal (SAP EP) and SAP Web Application Server (SAP Web AS) components – the solution offers tire dealers and large vehicle fleet operators a uniform overview of all business processes. In addition, it provides Goodyear and its partners with consistent, transparent information – both commercial and technical – thanks to its tight integration with the company's SAP R/3® back-end software (which is now available in mySAP™ ERP).



Goodyear's goal is to give 1,000 dealers access to FleetOnlineSolutions. "In the fleet business, tire dealers act as service providers for us," explains Piraux. "They perform services such as changing tires or provide maintenance, for which we then invoice our fleet customers. Both these service providers and fleet customers benefit from the new solution through reduced time and increased operational transparency. Plus, it will give Goodyear a crucial competitive advantage by increasing customer satisfaction."

#### **PROBLEM-FREE IMPLEMENTATION / MANY BENEFITS**

After just one year, the project team, which consisted of both Goodyear and SAP staff, registered its first success with the initial launch in Great Britain. The pan-European rollout followed three weeks later. SAP Consulting played a decisive role in ensuring that the project ran without a hitch by transferring knowledge to Goodyear.

**"FleetOnlineSolutions makes it possible for us to invoice a service on the same day that it was carried out, regardless of the country. We believe we are the only tire company capable of doing this."**

Jean-Louis Piraux, Business Project Manager for  
FleetOnlineSolutions, Goodyear

Training was completed in just one afternoon – a testament to the user-friendly graphical interface based on SAP Web Application Server (SAP Web AS).

Today, service providers can view all information throughout the entire life cycle of a tire using FleetOnlineSolutions – enabling them to offer customers optimal service. For example, they can find information about upcoming maintenance work, document the work, and then settle the accounts. By being able

to coordinate services Europe-wide, Goodyear can ensure its invoices are always up-to-date, while standardized billing processes enable greater financial transparency. Moreover, direct integration into SAP R/3 and SAP Business Information Warehouse, which is a part of SAP Business Intelligence (SAP BI), helps users easily carry out all related business transactions.

#### **ALWAYS INFORMED**

Customers now have access to all technical data at any time, too. For example, by looking at mileage data, the corresponding costs for individual tires can be calculated (cost per miles), thanks to a high degree of integration between software systems.

"Processes from different systems, such as accounting, are interconnected," says Piraux. "We couldn't have implemented an overall solution using interfaces."

In addition, SAP Enterprise Portal provides users – such as field service partners, employees responsible for retreading and maintenance, and customers – with role-defined access to comprehensive, detailed information about tires, financial transactions, and services, right from their workstations. "Everyone benefits," says Piraux, "from improved access to information and increased operational transparency."

Goodyear is now well positioned to expand the fleet business and sharpen its competitive edge, according to Piraux: "With FleetOnlineSolutions, we will be rapidly increasing our market share in the fleet sector, because if we offer a considerable advantage in terms of service as well as a convincing product, why would fleet customers turn to the competition?"