

Case study.



South Africa | Manufacturing

Sumitomo Rubber South Africa

Global tyre manufacturer and distributor improves service delivery

Client profile

Sumitomo Rubber SA is a subsidiary of Sumitomo Rubber Industries (SRI), head quartered in Kobe Japan.

SRSA produce high quality rubber and vehicle tires under the brand names Sumitomo, Dunlop & Falken.

'Dimension Data custom developed a Dealer Portal which enables both our international and local customers to source stock and place orders for product. This has improved our customers' experience when engaging with our sales process, and led to a tangible reduction in the time it takes us to fulfil an order'

Vision

Sumitomo Rubber South Africa (SRSA) lacked a front-end capability for customers to order stock online. An existing back-end solution was being used at the time.

The company wanted to have the ability to provide dealers with a facility to capture, submit and track orders through a responsive portal interface hosted in public cloud services. It also needed to track orders against inventory stock to reduce inventory costs. Their existing solution was lacking significantly.

Transformation

Dimension Data architected, developed and deployed a tailored front-end solution, hosted on the Microsoft Azure platform.

The tailored solution was comprised of the development of a dealer portal for both international and domestic dealers to submit orders for tyres.

Results

Through integration to Sumitomo's core ERP systems, the portal equips dealers to search through catalogues, select products for purchase, receive a quote before purchase, view special dealer discounts, establish which plant or factory would dispatch the tyres, and view items in stock and items on back order in respect of their specific order number.

The Client identified a tangible improvement within operational teams to drive sales which boosted overall customer service delivery.