CASE STUDY - Bridgestone India Automotive Products
Pre-Configured SAP Solution implementation for an automobile major
The Client is a leader in manufacturing anti-vibration rubber for automobiles. Their product ensures a quieter and more comfortable driving experience, by suppressing noise and vibration in the automobile. Their goal is to establish themselves as the undisputed No. 1 rubber company, both in name and reality.

Manufacturing of the anti-vibration rubber is a joint venture between two leaders Japan and India. Production of this joint venture was to begin shortly and a live ERP system was considered as one of the most critical need before production began.

The client wanted the ERP system to map their business processes based on manufacturing best practices. They wanted implementation of Finance & Controlling (FICO), Materials Management, Procurement, Sales & Distribution (SD) and Production Planning (PP). The rapid integration of these modules were vital for the client, as they were competing in an aggressive automotive market place, where time-to-market, quality, cost containment and innovation were key to sustaining their leadership position.

The client wanted the system to go-live in a short duration of time and it is very critical for them to do this before their production. They wanted a strong SAP implementation partner with expertise and experience in the manufacturing domain, especially with expertise in the automotive and Supply Chain space.

The client wanted their SAP system to be aligned with their business processes and wanted to derive maximum benefits out of their SAP investments. The client was very particular about having a robust and operational SAP system much ahead of their production timelines.

Some of the business challenges that the client had were:

- The client wanted the SAP implementation to go-live in about 3-4 months
- Adaptive processes that will map the best practices of manufacturing,
specifically in the anti-vibration rubber segment

- End-to-end solution that would include core SAP modules, best practices in manufacturing through mapping of appropriate business process, all in a single platform

TVS Infotech (TVSi) was partnered by the client to implement their SAP system. TVSi was chosen for the following reasons:

- Heritage in the manufacturing domain
- Expertise and experience in the automotive supplier industry
- Supply chain expertise
- Simple, state of the art solution at an affordable cost

TVSi implemented SmartCompo, a pre-configured SAP solution specifically designed for the manufacturing segment. Deployment of SmartCompo meant reduced implementation timelines and at the same time ensured implementation of the best practices in manufacturing.

SmartCompo implementation provided the confidence to the client in terms of mapping their business processes into an integrated system that would allow:

- Improved accuracy in reporting, tracking, and gathering data such as product cost information
- Enhanced business unit views of financial and inventory data
- Improved insight into critical process points
- Higher degree of control into data elements

TVSi's successful implementation of SmartCompo for the automotive supplier industry serves as a significant accomplishment for the entire team, and strengthens the position of TVSi to offer the pre-configured and integrated solution to other major players in the manufacturing segment.

SmartCompo will help the client in meeting operational and productivity goals that include cutting operational costs, increasing throughput, reducing lead
times, improved delivery time, reduced purchasing costs, reduced inventory and increased order capacity.

- TVSi helped the client in implementing the solution within the defined timelines
- Pre-configured solution reduced the costs associated with external implementation resources
- An integrated system minimizes operational costs through low interface maintenance and reduces support costs, whilst delivering seamless processes from a single information database
- Improved customer information services through a fully integrated system, which allows for a connected enterprise
- Fully scalable solution that grows with the growth of the organization, without any expensive re-implementations or system migrations

ABOUT TVSi

We are an Enterprise Solutions provider for core industries like Manufacturing, Automotive, Trading and Distribution.

Since our inception, we have built long-term relationships with our customers serving their IT & ERP needs. We help our customers to compete and grow by collaboratively solving their business problems through technology solutions, and partnering with them on their IT transformation journey.

We are a part of $6 billion TVS group of companies well known for a century of Trust, Value & Service with a wide foot print in multiple domains. With the backing from such a reputed group, we are right-sized to address comprehensive IT needs and offer the advantages of nimbleness, flexibility, longevity, commitment to completion and excellent support to our business relationships.

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