



Case Study – CEAT

CEAT is one of the leading Tire companies providing tires for motorcycles, cars, buses and SUVs etc. CEAT is the manufacturer, exporter and wholesale supplier of automobile tires. CEAT is well known for manufacturing quality auto-tires.

Mr. Niranjan Bhalivade, CIO, CEAT LTD:

“We have implemented ERP2Web from CDI as our Customer and Dealer web portal. It provided seamless integration with SAP without additional middleware. We are excited about its friendly interface and the flexibility to customize. It has empowered the entire hierarchy in the sales team with real-time information increasing the customer interface efficiency by 36%. Our dealer network is viewing their relevant business information and taking advantage of online ordering. We have achieved this solely due to the powerful administrative tool and quick configuration capabilities of ERP2Web from CDI. And all this without making a single code change in SAP”



Business Challenge:

CEAT has around 3500 Dealer/Distributors across India. To manage such a large network, CEAT felt the need for ‘Customer-Dealer Portal’ to carry out online transactions and efficient means to communication with its dealers.

The Key requirements of ‘Customer-Dealer Portal’ were:

1. Online Ordering
2. Order Status Inquiry
3. Report generation like account information, Credit/Debit note, etc
4. Efficient means to communicate with dealers, customers.
5. Real Time and Seamless integration with Backend ERP SAP R3
6. User friendly Graphical User Interface (GUI)
7. Easy Administration

The main challenge CEAT faced was to implement a single cost effective solution meeting all the requirements.

The Solution:

CEAT and CDI had multiple collaborative sessions to clearly understand the requirements for the project. Extensive requirement gathering in the initial stages of the project is a methodology that CDI has consistently found rewarding for the customers.

CEAT found real time integration capability with SAP and flexible architecture of ERP2Web a key feature and leveraged it to build additional functionality that was specific to CEAT.

The implementation was smooth and required no changes in SAP. The site went live in 2011 and dealers, customers and CEAT sales team are pleased to see the benefits.

CDI Implemented ERP2Web with custom enhancements at one third cost and one third implementation time as compared any competing solution.

CEAT 'Customer-Dealer Portal' developed using ERP2Web, is being used by complete Dealer network across India, C & F Agents and entire Sales Team.

The Benefits:

By implementing ERP2Web, CEAT has witnessed rise in customer interaction efficiency by 36 %.

Key benefits of ERP2Web based 'Customer-Dealer Portal' observed were:

1. Error free order creation
2. Decrease in operating cost of transaction
3. Improved visibility and faster delivery of information of CEAT's products, promotions to the dealers
4. Improved Business relationship with Business partners
5. Improved Product Delivery
6. Improved Inventory Management

About CDI:

Founded in 1991, CDI is synonymous with high quality software solutions integrated with major ERP solutions. CDI is a leader in providing B2B and B2C e-Commerce solutions real time integrated with major ERP systems. Several SMB's use CDI's software solutions which include ERP2Web, Supplier Portal SnapVSS and Credit Card solution SnapPay. The company is headquartered in the Chicago suburb of Lombard, IL with an Asia-Pac office in Pune, India. Further details can be found at <http://www.cdiconsulting.com>.

SAP is a registered trademark of SAP. All other trademarks and brand names are the property of their respective proprietors.