

Case Study: BAM revs up operation with improved enterprise data management



Bridgestone Corporation is the world's biggest tyre manufacturer, producing tyres for almost every vehicle on wheels, from the humble scooter to the mean machines used in F1 motorsport. Headquartered in Tokyo, the company also manufactures industrial rubber and chemical products which are sold in more than 150 nations and territories worldwide.

Bridgestone Armstrong (M) Sdn Bhd ("BAM") is the Malaysia subsidiary of Bridgestone Corporation. It manufactures flexible polyurethane foams and adhesive foamed sheets used in the automotive, electronic and electrical industries for a wide spectrum of applications, including insulation, sealing, gasket, cushioning, filtration and liquid absorption.

In its continual quest to produce top notched products, BAM is on a constant lookout for ways to improve its business processes, which in turn will translate into greater operational efficiencies. Following a thorough business requirement study, BAM decided to replace the multiple standalone computer systems, which were sitting on multiple operating platforms, into a single common enterprise system that would enable it to integrate its business from end-to-end.

"It is crucial that the enterprise system that we have, commits to quality in the way Bridgestone does. We are talking quality not only in terms of production, but also in terms of service, in terms of packaging, and in terms of delivery," said BAM's Factory Manager Lye Cheong Heng.



BAM

- ◆ Manufacturing plants cover a land area of 14,179 sq metres
- ◆ Products are exported mainly to China, Singapore, Thailand, Indonesia, Philippines and the United States
- ◆ Internationally recognised quality awards include ISO 9001 (since 1998) and ISO 14001 (since 2004)



Choosing ERP with the right fit

BAM looked for three qualities in its ideal ERP. It must be:

- ◆ Cost effective - as BAM is a medium sized company with 150 employees, the enterprise system must guarantee a quick return on investment (ROI). BAM's notion of ROI includes software upgrades, reliable long-term support and scalable system growth.
- ◆ User friendly - it must be able to save the company the huge expense in training often associated with the switch to ERP.
- ◆ Customer-service focused - due to BAM's business nature, it is essential that the enterprise system can provide superior stock information, and give a clear view of future sales requirements.

After evaluating numerous enterprise resource planning (ERP) systems, BAM decided on PRONTO-Xi. "We evaluated many, many systems in the market before we finally settled on the PRONTO-Xi solution," said Lye. "In comparison with the other ERP offerings, PRONTO-Xi exhibited the exact functionalities and capabilities that BAM had in its criteria on which to base its choice of an enterprise-wide computing system."

In particular, Lye noted: "It is probably the best software package in the market in terms of user-friendliness. We were really impressed that we could literally place our fingers on the keyboard and start working. Even without any training, you can place an order, carry out product allocation and prepare invoices - simply by following the instructions on the screen, without having to worry, as everything else is being taken care off at the backend by the system," said Lye.

End-to-end Improvements

With the installation of the PRONTO-Xi sales, purchasing, production and finance modules, BAM has recorded substantial improvements, especially in its quality control, supply chain process and stock flow. With PRONTO-Xi financials and distribution modules, BAM is now better able to respond to the movements and changes in its supply-chain.

“One may think that putting in an enterprise system brings about pockets of efficiencies throughout the organisation. With the PRONTO-Xi, BAM is enjoying a seamless, end-to-end environment whereby all the key processes and information from order generation, to production planning, warehouse procedures and logistics management link right through to delivery and billing,” said Lye.

This organisation-wide integration of data and process flow has generated significant cost savings for BAM – in the automation of paper-based processes, improved inventory accuracy through real-time inventory control, as well as forecasting capabilities for demand prediction.

“Additionally, with pertinent information easily at our fingertips, we have been able to better respond to our customer needs and manage our inventory levels to reduce obsolete excess stock,” said Lai.



KEY BENEFITS

- ◆ Quantifiable improvements in quality control, supply chain process and stock flow
- ◆ Seamless end-to-end integration from order generation and production planning through to delivery and billing
- ◆ Significant cost savings with organisation-wide integration of data and process flow
- ◆ Better customer service and inventory management through improved information visibility

Good after-sales support

The availability of good local support is reassuring for BAM. As SL Information System is based in Petaling Jaya it can provide BAM with the requisite after-sales support.

SL adopts a proven one stop shop approach. As BAM's IT solutions provider, SL took full responsibility for overhauling BAM's entire enterprise system. This increased BAM's confidence in the project's success, and helped to build a productive client-provider relationship that was essential during the crucial implementation.

“SL's PRONTO consultants are an absolute delight to work with. They have been able to fulfil our diverse and demanding requirements, while taking into account our specific industry requirements and business practices,” said Lye.

About Pronto Software

Pronto® Software is an international provider of fully integrated Enterprise Management Systems. With more than 30 years of experience, Pronto Software enables over 1,200 customers worldwide to maximise productivity, streamline their supply chains and deliver superior customer service.



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