B.O.A.
BRIDGESTONE ONLINE MOBILE APPLICATION ON ANDROID

BRIDGESTONE
Your Journey, Our Passion

Szekeres Andreas
E-BPI and Retail IT Manager

intensum
finance.intelligence.innovation

Rooms Kris
Sr Manager Innovation

AGENDA

- **Introduction**
- **B.O.A.**
  - **Who**
  - **What**
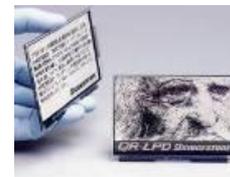 - **How**
- **Conclusions**
- **Demo**

BRIDGESTONE GROUP
activities and products

Tyres
(84% of our total activity in 2011, growing)

- Tyres for all vehicle types
- Automotive parts, such as wheels, noise absorbers, cushions, ...
- Industrial rubber products, such as belts, hoses, roofing and insulation materials, ...
- Chemical products, such as building products, foams, ...
- Sporting goods, such as bicycles, golf balls and gear, tennis balls, surf boards, boats etc.

BRIDGESTONE EUROPE

Bridgestone Europe NV/SA Headquarters : Brussels

Bridgestone Europe established as coordination office in 1972; became HQ in 1990.

Facilities in Europe include:

20 fully owned Sales Subsidiaries

Sales presence through 6 regions covering the following countries: Austria, Baltic Countries, Belgium, Bosnia- Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Poland, Portugal, Romania, Serbia, Spain, Slovakia, Slovenia, Sweden, Switzerland, UK, The Netherlands

2 Exclusive Distributors

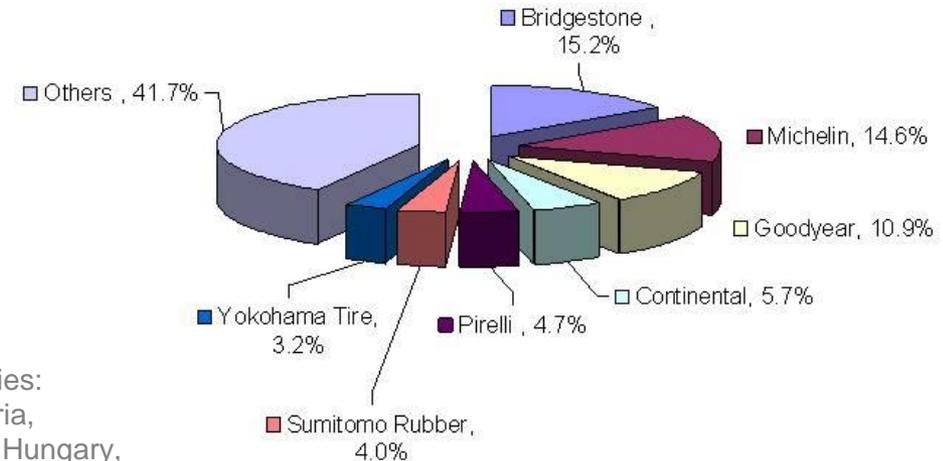Greece and Norway

9 Factories

3 in Spain,
2 in Poland
1 in France, in Italy, in Hungary, in Belgium

1 Technical centre with Proving Ground (Rome)
1 European Proving Ground (Rome)
1 Sweden Proving Ground (Luleà)

- Bridgestone , 15.2%
- Michelin, 14.6%
- Goodyear, 10.9%
- Continental, 5.7%
- Pirelli , 4.7%
- Sumitomo Rubber, 4.0%
- Yokohama Tire, 3.2%
- Others , 41.7%

Tyre Market Share
(worldwide 2011)

B.O.A.

BRIDGESTONE ONLINE MOBILE APPLICATION

WHO
- Salesmen on the road in Europe
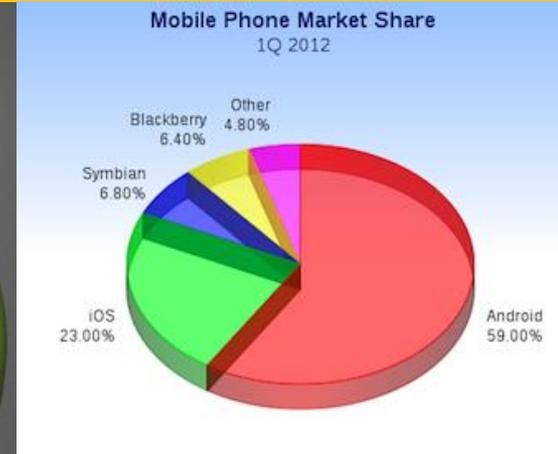- Tyre dealer

WHAT
- Check actual product line up
- Availability check
- Take sales order

HOW
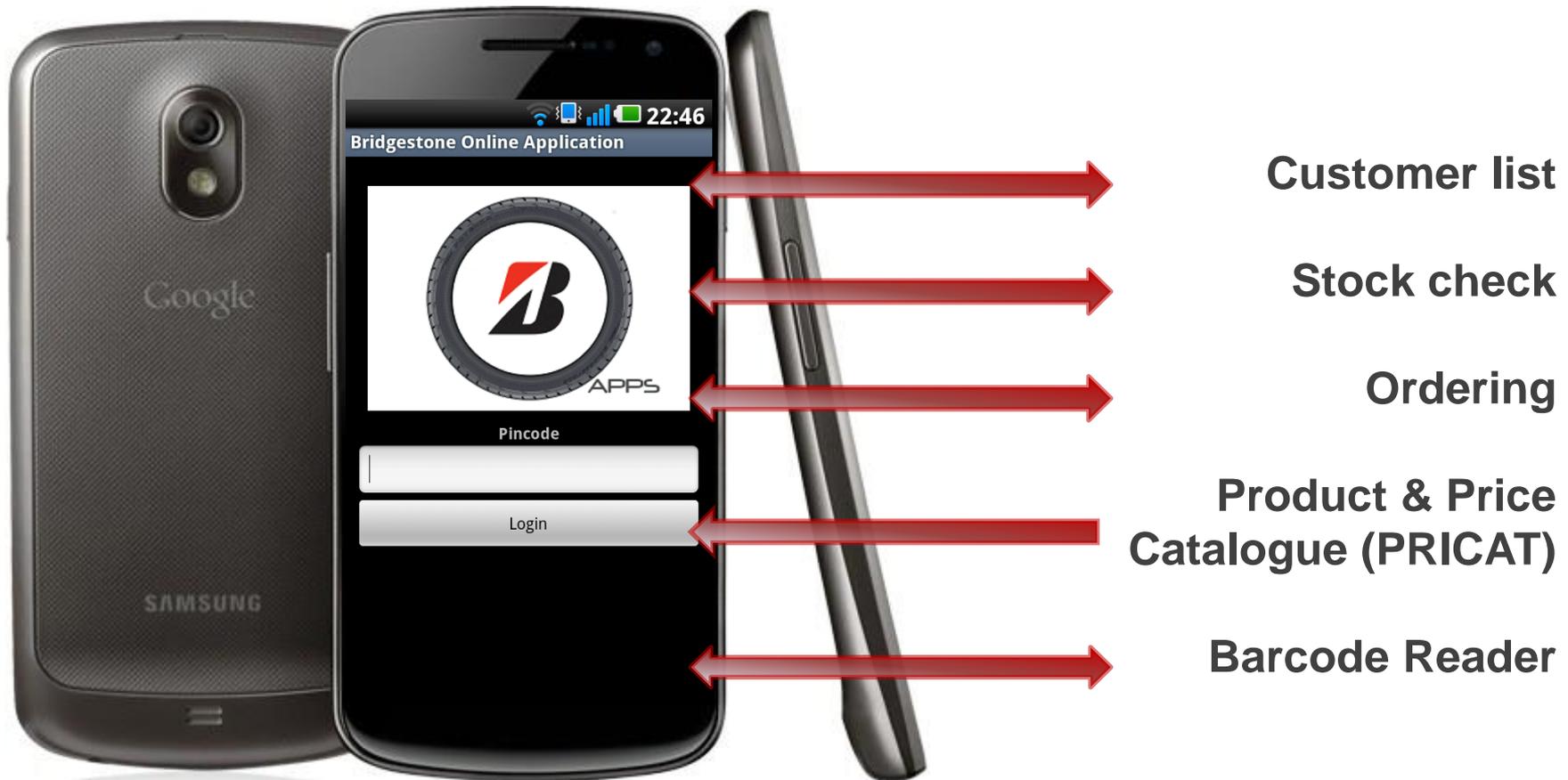- Existing infrastructure
- Android

B.O.A. ON ANDROID

- Larger market share then Iphone
- Faster then web application
- Offline capability
- Already existing native android app

Mobile Phone Market Share
1Q 2012

WHY ANDROID ?

B.O.A. SCOPE

Provide basic sales functionalities on mobile devices (smart-phones, tablet's etc).

Customer list

Stock check

Ordering

Product & Price Catalogue (PRICAT)

Barcode Reader

B.O.A. REQUIREMENTS

An application is useful if it is used,

to be used it has to be usable.

- Online
- Must be fast
- Keep it simple
- Ergonomic/efficient (limited click's)
- Intuitive process, no need for training
- Good ballance between volume of information and readibility
- Easy customer and product search
- Secure, but easy to use
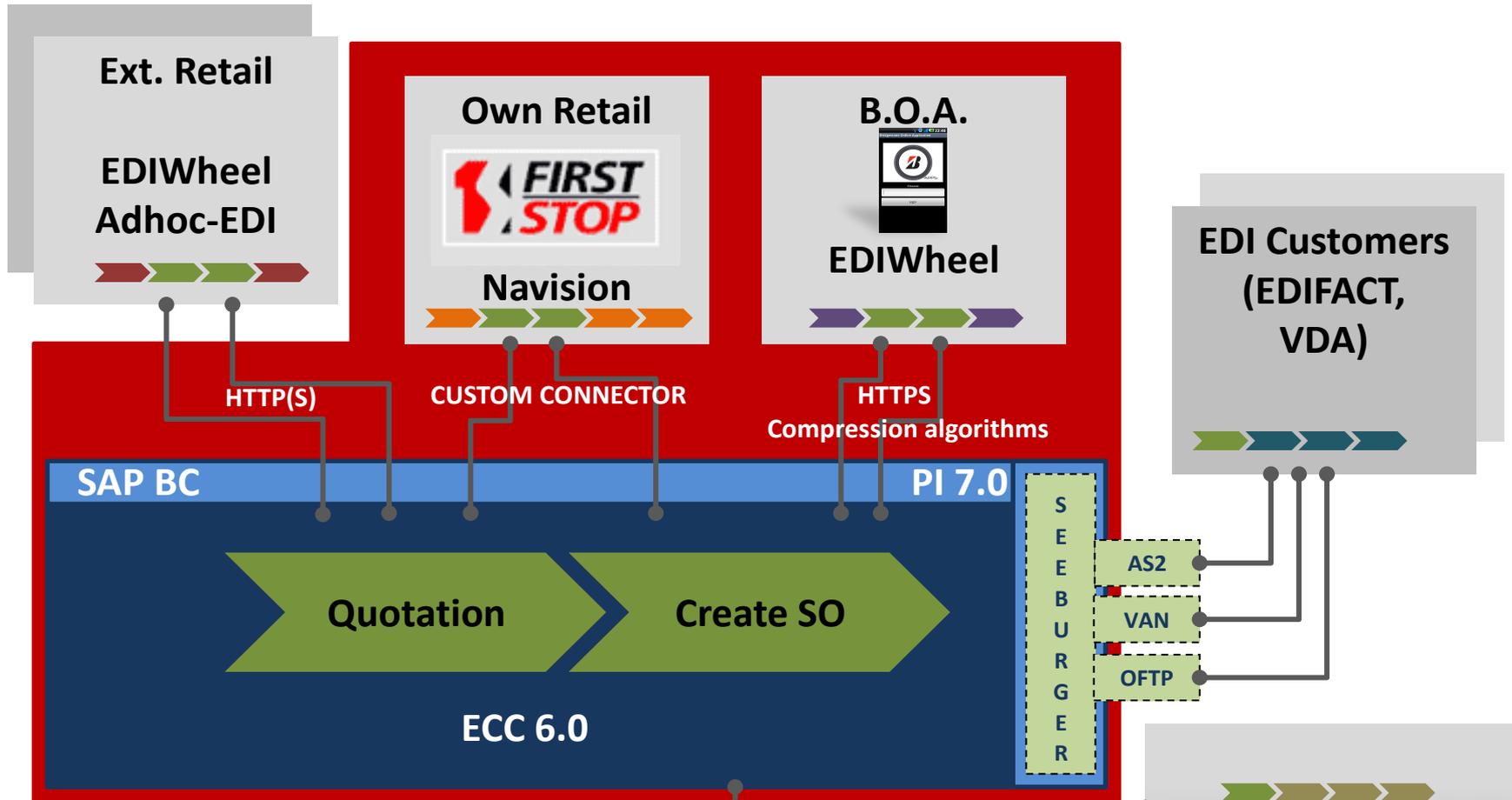- *Low TCO : use existing building blocks / technology / Infrastructure*

INTENSUM

intensum	**SAP** Partner	FOUNDED IN 2005 +40 CONSULTANTS 9.85 YR SAP EXPERIENCE 70% CERTIFIED	LUXEMBOURG BELGIUM FRANCE SWITZERLAND	RAMP-UP PARTNER BO4 · RAMP-UP PARTNER EPM10 · SAP VALUE CIRCLE FINANCIAL EXCELLENCE

STRATEGY	**FOCUS** SOLUTIONS | EXPERTISE | PROJECTS | PEOPLE		**QUALITY** TIME | BUDGET | PROFIT	
SOLUTIONS	**FINANCE**	**INTELLIGENCE**	**INNOVATION**	
MARKET	**CROSS INDUSTRY** PHARMA | ENGINEERING | AUTOMOTIVE | CONSUMER GOODS | BANKING & INSURANCE | MANUFACTURING | …			
SERVICES	**BUSINESS CONSULTING**	**PROJECTS**	**SOURCING**	
AWARDS	2009 - BELUX **SAP COLLABORATION BUSINESS OBJECTS**	2010 - BELUX **SAP PRESALES EXCELLENCE FINANCE & TREASURY**	2011 - BELUX **SAP INNOVATION**	

E-BUSINESS ARCHITECTURE

Ext. Retail

EDIWheel Adhoc-EDI

Own Retail

FIRST STOP

Navision

B.O.A.

EDIWheel

EDI Customers (EDIFACT, VDA)

HTTP(S)

CUSTOM CONNECTOR

HTTPS
Compression algorithms

SAP BC — **PI 7.0**

Quotation — **Create SO**

ECC 6.0

SEEBURGER

AS2

VAN

OFTP

TyreLink

Based on existing infrastructure
Build ECLIPSE(3.6.2) with ANDROID PLUGIN

B.O.A. GOVERNANCE

INSTALLATION

- Secure self registration procedure
- JSOX compliant security
- Central control

MONITORING

- All traffic is centrally monitored in PI
- All errors/anomalies reported in PI
- ECC Email at registration

SECURITY

- Mobile device access via Pincode
- Network access via encrypted credentials

CUSTOMER LOOKUP (ONLINE)

- Each Salesmen assigned to one or several geographical area
- Salesmen can only search on their customers
- Concept one sold-to to many ship-to
- Blocked customer are shown flagged, salesman can take action on it

Bridgestone Online Application V1.11B2

Customer (202310)
Name: AUDI CENTER ZAVENTEM (D'IETEREN NV)
Street: LEUVENSESTEENWEG 326
City: 1932, ZAVENTEM

Customers

Product Catalog

Stock & Order

B.O.A. FUNCTIONALITIES

PRODUCT AND PRICE LOOKUP (LOCAL)

- Product search criterias done on local application to increase performance

- Manualy
- Commercial label scanning *(barcode)* via built-in camera

- Legally Required Pictograms

Bridgestone Online Application V1.11B2

Pricat List

205/55 R16 EP150 91H TL
Bridgestone   ECOPIA EP150
C   C   72 dB
bCat: PS2   IPC: 4243   Price: 124.00 EUR

205/55 R16 EP150 91V TL
Bridgestone   ECOPIA EP150
C   C   72 dB
bCat: PS3   IPC: 4241   Price: 1.00 EUR

205/55 R16 ER30 91V TL   FORD WAR
Bridgestone   TURANZA ER30
72 dB
bCat: PS3   IPC: 78563   Price: 138.00 EUR

205/55 R16 ER300 91H RFT LZ 1&3SERIE WAR
Bridgestone   TURANZA ER300
F   B   72 dB
bCat: PS6   IPC: 78584   Price: 160.00 EUR

205/55 R16 ER300 91H TL   1&3SE WAR
Summer Season, Winter Season, ...

Options

B.O.A. FUNCTIONALITIES

SHOW BASKET (LOCAL)

- Add/Delete Products to shopping basket
- Quantity
- Delivery date

B.O.A. FUNCTIONALITIES

CREATE INQUIRY (ONLINE)

- Sent request to SAP to validate

SALES QUOTE (ONLINE)

- Change quote content
- Automatic alternative product proposal in case of no stock

CREATE ORDER (ONLINE)

B.O.A. FACTS

COUNTRIES

6 →16

SALESMEN

60 →400

PRODUCTS

2000

STOCK CHECK / day

400→10000

SALES ORDER / day

60 →3000

PRO

- Easy
- Fast
- Online
- Android pad compatible

CONS

- Needs to mature
- No automatic updates
- Limited price details
- No sales reports
- Only on Android

B.O.A. NEXT STEPS

NEW FUNCTIONALITIES

- GEO search
- Basic sales reports

IMPROVEMENTS

- Automatic checks for application updates
- Automatic product catalogue update

OTHER OS

- IOS (APPLE)

B.O.A. DEMO

Thank you!