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*Mark Paeplow, EDI Coordinator
Dunlop Tire Corporation*

Dunlop Tire Corporation, West Amherst, New York, USA

TYPE OF BUSINESS

MANUFACTURER

ELECTRONIC COMMERCE OPPORTUNITY

THE INTEGRATION WITH ITS ORDER-ENTRY AND ACCOUNTS RECEIVABLE PACKAGE WAS NOT SEAMLESS AND DUNLOP FELT IT COULD CREATE A TIGHTER, MORE EFFECTIVE ELECTRONIC COMMERCE SYSTEM, ESPECIALLY IN THE AREA OF SUPPLY CHAIN MANAGEMENT.

STERLING COMMERCE SOLUTION

DUNLOP CHOSE GENTRAN:SERVER WHICH PROVIDED A UNIX TRANSLATOR AND AN EC SOLUTION THAT COULD MOVE, TRACK AND ARCHIVE DATA INTO ITS SYSTEM.

BENEFITS

- ▶ TIGHTER INTEGRATION WITH ITS ORDER ENTRY AND ACCOUNTS RECEIVABLE SYSTEM.
- ▶ GENTRAN:SERVER PROVIDES A SOLID FOUNDATION FOR CONDUCTING ELECTRONIC COMMERCE WITH THE FLEXIBILITY TO GROW WITH DUNLOP'S IT INFRASTRUCTURE.
- ▶ INCREASED COMPETITIVE ADVANTAGE.

COMPANY BACKGROUND

For more than 100 years, Dunlop Tire Corporation has been a full-line supplier and manufacturer of passenger, performance, light truck, medium truck and motorcycle tires.

ELECTRONIC COMMERCE OPPORTUNITY

Dunlop Tire's CIO drove the implementation of electronic commerce (EC) at the organization five years ago when the company started migrating from mainframe systems to the UNIX platform. However, the EC system was little more than a PC-based rip-and-read system that was EDI-centric.

Three years later in 1995, the EC system had grown to include incoming purchase orders (POs) and incoming planning schedules from original equipment manufacturers (OEMs). However, the integration with its order-entry and accounts receivable package was not seamless and Dunlop felt it could create a tighter, more effective EC system, especially in the area of supply chain management.

STERLING COMMERCE SOLUTION

Dunlop began investigating ways it could improve the system and soon realized that it needed to find a UNIX translator and an EC solution that could move, track and archive data into its system. Dunlop sought an EC server that could handle all of the above. According to Mark Paeplow at Dunlop, only GENTRAN:Server® for UNIX could provide these features and go beyond them.

"GENTRAN:Server handles not only the translating and archiving of data, but also gives us the capabilities to go beyond that with its mailboxing features," Paeplow says. "We would have had to buy multiple products to do what GENTRAN:Server is doing for us." Paeplow feels that the use of GENTRAN:Server has made them more competitive.

Five of Dunlop's largest customers are utilizing its EC infrastructure for transactions such as invoicing and purchase orders. Dunlop hopes to expand the number of trading partners to increase the value of the system for the organization overall.

Dunlop views the Web as a two-tiered opportunity: As a complement to existing EC capabilities and as an alternative to EDI. The first will give existing commerce partners an alternative to VANs and EDI; the second will expand Dunlop's reach to commerce partners. In the latter scenario, Dunlop's vendors without EC capabilities will have access to a Web-based EC solution that brings them into the trading circle.



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