



CASE STUDY

Building the Environment of the Future for Wholesale Tire Distributors

Learn how **Syntax** leveraged agile work processes and cutting-edge **SAP** technology to implement a fully integrated industry-based ERP solution for a leading tire wholesaler and distributor.

Company background

Evolving in a highly competitive market, this enterprise began a process to replace its internal legacy ERP system with a solution that could support its growth and complex business operations.

To thrive in a today's highly competitive wholesale distribution marketplace, this Syntax customer recognized that it needed to thoroughly overhaul its technology and approach to business, with complete insight into every aspect of supply chain logistics, inventory management, merchandising, and sales. With around 500 employees and over 30 distribution centers, the company serves tire manufacturers, automotive manufacturers (OEM), car dealers and independent customers.

Company info

- More than 30 distribution centers
- Locations to serve customers in 90 North American cities
- Wholesale Distribution
- Retail operations through different banners

Technology solutions implemented

- SAP S/4HANA Wholesale Distribution and Retail
- SAP Business Intelligence and Analytics modules
- Syntax Accelerator – Distribution
- Syntax Accelerator – Retail

Supporting their business optimization with intelligent ERP

Transforming your business requires the right technology. This wholesale distributor turned to SAP S/4HANA, an intelligent, integrated ERP system to meet all their needs and support their long-term growth:

- Implement a centralized system to streamline and standardize their business processes
- Automate complex processes and functionalities to speed delivery time, increase productivity and reduce errors
- Benefit from the industry's best practices to give their customers the best value-added services

Digital transformation to fuel long-term growth

Syntax persuaded its customer to embrace agile and flexible business processes. Among its recommendations: Simplify and standardize work cycles by adopting Best Practices from SAP. That meant leveraging out-of-the-box processes and limiting enhancements.

As a result, the company significantly increased their operational efficiency:

- Simplify overall business operations
- Assist members in the management and processing of their orders
- Enhance inventory management: the right product in the right place Improve the procurement process to better manage the significant growth in the number of products and follow-up of commercial agreements (tire manufacturers, automotive manufacturers (OEM), car dealers and independent customers)
- Centralize information and increase collaboration with all partners and customers



Why the customer chose SAP and Syntax

With impressive credentials in the wholesale, distribution, and retail sectors, both SAP and Syntax were a natural choice for this tire distributor to help them drive further innovation.

Why the SAP solution suite

- Covers the group's entire functional range, requirements and expectations, including sophisticated functionalities around warehouse management, logistics, rebates, etc.
- Unified solution that can easily support complex business processes and scale to their business growth

Why Syntax

- An impressive portfolio of S/4HANA implementation projects in the wholesale, distribution and retail industry
- Proven experience to deliver large transformation programs leveraging the SAP Activate methodology
- Deep understanding of the business by providing a proof of concept on each complex function
- Extensive knowledge of warehouse logistics and execution
- Syntax's unique value proposition to speed project deployment, reduce costs and optimize ROI, leveraging the Syntax Retail and Distribution Accelerators. These accelerators (predefined business processes, methodology, documentation, migration tools, etc.) reduce the implementation costs and workload while accelerating the speed of deployment



About Syntax

Syntax provides comprehensive technology solutions and trusted professional, advisory, and application management services to power businesses' mission-critical applications in the cloud. With 50 years of experience and 800+ customers around the world, Syntax has deep expertise in implementing and managing multi-ERP deployments in secure private, public, hybrid, or multi-cloud environments. Syntax partners with SAP, Oracle, JD Edwards, AWS, Microsoft, and other global technology leaders to ensure customers' applications are seamless, secure, and at the forefront of enterprise technology innovation.

Learn more about Syntax at:
syntax.com

