Intaliolbpms Optimzes Order Fulfillment for Tyredating

Intalio|Bpms Solution Increases Flexibility, Visibility and Productivity While Reducing Errors and Decreasing Costs.

POP GOM

Customer	:	Tyredating
Industry	:	Retail Sales
Product	:	Intalio|bpms
Application	:	Build an Order Management and Fulfillment System

intalio|bpms
The Modern Way to Optimize Business Processes

BPM Project	Order and fulfillment
Industry	Retail Sales
Implementation	Altendis
Process Participants	• Customer • 1,350 Tire fitters • 5 Warehouses • 2 Call center agents • 2 Customer service representatives • Accounting manager
Technologies integrated	• Intalio|bpms • ERP Warehouse Management System • Customer Portal • Task Portal (Tire fitters) • Shipping Portal • Payment Platform
Benefits	• Reduced order errors by 5% on each of multiple stages • Decreased time to development by 10x and cost by 20x • Increased flexibility and visibility into the processes

" *Our whole business model is built on a reliable, orchestrated data flow between all the participants of the transaction. Intalio|bpms makes sure that happens.* "

Jérôme Pernollet
CIO, Tyredating

Business Problem

Tyredating built an order management and fulfillment system from the ground up based on the latest technologies. The website they created, http://www.POPGOM.fr, offers an end-to-end, simple and effective service to purchase and mount tires in complete safety. With the aim of combining the best prices and customer service on the Web, they have over 150,000 references available from major brands of tires and a network of over 650 professional and recognized brands. Tyredating has become a major player in the Internet tire order and fulfillment industry.

In building their application they needed to solve two key problems. First they needed to reduce the number of errors that could happen when data was out of synch or could not be made available to customers in a timely manner. Second, they needed a more transparent and flexible system for ensuring efficiency in the business process and making sure changes could happen easily when needed.

At any given stage in the operation there could be as much as a 5% possibility of failure. With multiple stages that number quickly became unacceptable to Tyredating. Furthermore, their top priority is to ensure customer satisfaction. Tyredating wanted to make sure that, for example, if the customer shows up for an appointment to have his or her tire fitted they could be guaranteed that the tire would be at the tire fitter's shop waiting for them. This is part of the orchestration between applications that needed to happen to ensure customer satisfaction.

Between conceptualization and development many things can change. Sometimes these changes are needed to work around technological hurdles or because of changing business needs. Tyredating wanted to ensure that all levels of the organization, including the CEO, could easily view the process in its entirety in order to make the process work as efficiently as possible. And when changes were needed they couldn't afford spending a large number of developer hours in order to make the change happen.

Intalio Solution

In just a few clicks, the user has access to price comparisons and tire performance data, as well as other useful information to make the best tire choice for their car. The customer can then make an appointment online with a specialist for installation, and pay online for the entire service, including the installation of tires, regardless of the place of assembly. Then the customer only has to visit the partner to get the tires installed, without paying anything extra.

Intalio|bpms orchestrates the process, from coordinating the availability of tires from the warehouse to ensuring that the tires are shipped in time for the customer's appointment. The business process also ensures that exception handling is directed appropriately at all points. For instance, if the tire fitter is not available at the required time for the customer, Tyredating can negotiate alternatives with the customer all through the

Customer Portal website. Intalio|bpms also integrates the various systems needed to complete the purchase and fitting of the tires. Once the data is collected from the customer, that information is coordinated with the ERP Warehouse Management System to ensure availability and confirm when the item is shipped. The Task Portal is used by the tire fitters to confirm the customer appointment, notify Tyredating that the shipment has arrived, and verify that the fitting has been completed. Intalio|bpms also manages the payment process between the warehouse, the tire fitters and the customer using a payment platform and an account management system. If problems arise, such as the notification is not received by Tyredating that the shipment has arrived at the tire fitter's, a notification is sent to the call center to handle the situation.

Solution Benefits

The possibility of failure at any given stage was not only wasted time and money, but it was a serious concern for customer satisfaction. In Internet sales, companies rely heavily on being low priced leaders and high customer satisfaction rates in order to drive sales. A bad customer reference can cost sales. Reducing order errors allowed Tyredating advantages in both lowering prices and increasing customer satisfaction. External customer surveys indicate that their drive for customer service is working and the result is happy customers and more sales.

Previously, many parts of the process were handled manually such as when tires were returned, or when Tyredating needed to validate that the correct tires were delivered. This was time and resource intensive. Now Intalio|bpms has given them a way to automate these events and streamline the process.

In deciding the appropriate technology for orchestrating the process Tyredating looked at Visio, ERP and BPM. ERP was deemed too complicated and not very flexible. They looked around for a BPM vendor, and chose Intalio over competitors due to the advanced technology and the Open Source model. Intalio's COSMO (Commercial Open Source requirements.

Model) allowed them to implement the project on their timeline within their budgetary

There were two main technological advantages for Tyredating to adopt BPM. The first is flexibility. If they want to change the process it is quite easy to do. If they had developed their own code, changes would have taken substantially longer. For example, the first subprocess verifies the tires are available in the warehouse. Then the fitter is asked to validate the appointment time. In order to optimize the process, Tyredating decided to run these steps in parallel. With Intalio|bpms they were able to make that change easily only by dragging and dropping the necessary elements rather than having to rewrite the code.

Now everyone from the president to the developers know exactly what the process is that needs to be followed. Sometimes when you go from the Business Analyst to development there are gaps. What was conceptualized does not necessarily translate. Now the President knows what steps control which part of the operations, and more importantly how they could be streamlined to provide an even more efficient organization.

About Altendis

Altendis is a company within the Excilys Group, based in France. Over the past 8 years the Excilys Group has developed an alternative operating model called Equitable Service: the aim of this different approach is to provide the best possible service to our clients and to create constructive, long-term client relationships. This model is based on three criteria: tightly focused recruitment process, detailed and closely monitored training plan, the high level of motivation of our consultants Altendis & the Excilys group please call 0033-141-879-987 or send an email to contact@altendis.fr.

About Intalio

Intalio – The Modern Way to Build Business Applications. Intalio's suite of products enables businesses, large and small, to rapidly build business applications that are cloud-scalable and mobile-enabled to support an agile response to their market. Our standards-based software can be found powering over 1000 businesses including some of the largest in the world like Deutsche Bank, General Electric, NTT, Irish Revenue Commission, Singapore Airlines, Facebook and Google. Intalio is headquartered in Palo Alto and has over 100 partners and world class investors. To learn more about building modern applications, visit www.intalio.com.

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