



ABOUT THE ORGANISATION

Bridgestone EMEA (Europe, Middle East & Africa) with the headquarter in Brussels, Belgium, is an important regional subsidiary of Bridgestone Corporation the world's largest tyre and rubber company based in Tokyo, Japan. Bridgestone EMEA runs a R&D center, 12 manufacturing plants and branches in more than 35 countries with over 18.000 employees. The sales branches Bridgestone Europe NV/SA, Niederlassung Deutschland in Bad Homburg vor der Höhe, Bridgestone Europe NV/SA, Zaventem, Niederlassung Spreitenbach near Zurich and Bridgestone Europe NV/SA, Niederlassung Österreich in Vienna together as Central Region (BSCER) are covering the most important market in Europe.



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HIGHLIGHTS

- Credit Management Suite of tools enables the credit management team to work more effectively and efficiently
- With complete information on customers' creditworthiness. Bridgestone can now make better, faster decisions based on credit risk
- The Credit Management Suite is fully integrated with SAP and gives Bridgestone effective support of time-critical decisions
- Bridgestone can now manage credit risks as they grow and evolve, taking into account environmental changes

BRIDGESTONE MANAGES CUSTOMER CREDIT RISK DYNAMICALLY WITH THE RIGHT SAP RESOURCE TOOLS

CHALLENGE

Bridgestone started working with SOA People (formerly cormeta) in 2006 when it was looking for a set of online tools that would support the work of its credit management team. The target was to better control and reduce the credit risk around its growing customer base while operating in a seasonal market, where bankruptcy, restructuring and immense industry changes makes for an unpredictable business environment.

The former workarounds involving Excel used for a number of years were not efficient anymore. As a consequence Bridgestone was looking for a fully SAP-integrated system that would be able to fulfil the requirements and support the credit management team effectively.

"SOA People's credit management tools deliver a flexible solution to help us manage our credit risks as we grow and evolve, while taking into account changes in the environment."

SOLUTION

Bridgestone uses almost the full portfolio of SOA People's SAP Credit Management Suite for its credit related work. From risk management to credit insurance and dispute management, this suite of software gives Bridgestone the tools it needs to ensure professional internal risk management to enable its sales force to achieve their business goals by being able to rely on objective risk assessments.

Credit information comes from both internal and external sources. The internal data like payment experience and turnover with the customer and other soft facts received from the sales force needs to be combined with external data sourced from credit rating agencies, credit insurers and via an external payment experience tool.

This information is rated in the credit management software and allows Bridgestone to make informed decisions based on the proposal calculated by the software. The experienced credit management team has always access to the data so that case by case decisions are immediately possible.

Bridgestone is managing between 1,000 and 1,500 customers but has a larger number of sub accounts within them. Because of the large and competitive nature of the tyre market, immediate decision making on credit related risk is paramount to get the business. The Credit Management Suite fully integrated with SAP gives Bridgestone effective support of time-critical decisions.

As a result of using the Credit Management Suite tools the effectiveness of the credit management team increased and the decisions are substantive and comprehensible. *"Bridgestone is undergoing a transformation from a tyre supplier to a provider of mobility concepts and solutions,"* highlights Christian Bartnitzki, Credit Manager of Bridgestone Central Region (D-A-CH). *"SOA People's credit management tools deliver a flexible solution to help us manage our credit risks as we grow and evolve, while taking into account changes in the environment."*

At present the Credit Management Suite is fully used in Germany and partially used in Austria and Switzerland but the company has plans to roll it further across Switzerland and Austria.

STAND-OUT BENEFITS OF CREDIT MANAGEMENT SUITE TOOLS

CRA's Rating Information Management (formerly CG Sprint)

This provides Bridgestone with a gateway to information on customers' creditworthiness and reporting data through selected credit ratings bureaus including Creditreform and connection to payment pools.

SAP Risk Management (formerly RM Sprint)

With this tool Bridgestone integrates its internal and external data from different sources to enable better and faster decision-making based on credit risk. Workflows are automated but allow the user to focus on one relevant case at a time for a manual credit decision. Rating scorecards for customer's risk classification are dependent on the business, its financial situation and profitability so the credit management team at Bridgestone can make decision based on actual facts.

SAP Credit Insurance Management (formerly KV Sprint)

Bridgestone insures the top 50 customers and makes sure that administrative work is fully covered so credit insurance obligations are seamlessly fulfilled and insurance coverages safed. In addition Bridgestone has up-to-date credit limit decisions which may change in an instant as the market sways unpredictably.

WORKING WITH SOA PEOPLE

"To transform your business successfully you need to change your perceptions. For that you need the right tools that will support you for inevitable changes in the market. SOA People provides us with a fast, flexible and easy-to-use set of solutions. 100% aligned to SAP, it enables us to optimise our credit management processes and supports us in exactly the way we need it as we grow."

Christian Bartnitzki, Regional Credit Manager, Bridgestone Europe NV/SA, German Branch



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