

## case study

# AUTOMATED DISCOUNT & REBATE SYSTEM SAVES TIME

World's largest tyre manufacturer select Evolve



“  
*"Evolve have been attentive and professional from day one. They immersed themselves in the business to understand our needs and the finished solution gave us exactly what we wanted."*  
 ”

Sally Snelson, Pricing Specialist, Bridgestone



Complete End-to-End Automated Solution



Increased Visibility and Transparency



Improved Accuracy And Consistency



### PROBLEM

- Trade agreements were being processed manually, involving the creation of hundreds of trade agreements over a 4 to 6 week period between November and January
- Huge strain on Finance Team to manually adjust invoices, issue credit notes etc.
- The process was not auditable, or transparent and resulted in a huge number of errors and increased workload on many aspects of the business, delivering a very poor customer experience
- Inability to react to market changes quick enough

### SOLUTION

- Bespoke cloud based solution: a complete, and automated end-to-end platform that works alongside the existing ERP system (SAP)
- Full handling of everything from the initial creation of the budget, digital creation and issuing of the trade agreement, re-negotiation, workflow and approval, to the final version with digital acceptance by the customer
- The solution is being utilised in multiple countries across Northern Europe and further enhancements are being made to support ad-hoc pricing requests and other functionality

### BENEFITS

- Increased visibility, with all agreements available for review in one place
- Full audit trail with all changes recorded
- Approval process reduced from weeks/days, to hours/minutes
- With output files to SAP, less manual intervention, improved accuracy
- All trade agreements consistent within agreed legal framework
- Greater transparency providing protection for the customer and the business
- Digital acceptance by Customer

### ABOUT BRIDGESTONE

Bridgestone is a key regional subsidiary of a Tokyo-based Bridgestone Corporation, the world's largest manufacturer of tyres and other rubber products. The Corporation and its subsidiaries employ over 140,000 people around the world, operate 178 plants in 25 nations and sell products in more than 150 countries



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