



SOFTENGINE SAP BUSINESS ONE CUSTOMER SUCCESS STORY

Turbo Wholesale

Industry-leading tire distributor rolls into the future with enhanced SAP Business One ERP System

COMPANY PROFILE

Location: Irwindale, CA
Products: Wholesale Tire Distributor
Website: Turbotires.net
ERP: SAP Business One

SAP Industry Extension Solutions: Softengine E-commerce Connector to Tireweb E-commerce, Softengine Price Update Add-on, and Softengine Warehouse Management System (WMS)

Inventory, pricing and e-commerce issues resolved

Sarkis Sepetjian, a Lebanese-Armenian immigrant, incorporated his tire business under the name "Turbo Wholesale Tires, Inc." in 1987. Since then, the company has been a trusted industry-leading tire supplier to wholesalers throughout the U.S, Europe and Asia. In addition to selling well-known brands such as Pirelli, Dunlop, Bridgestone, Goodyear and Falken, the company also markets its own proprietary brands – Lexani, RBP, Lizetti and Lionhart. Turbo manages over 12,000 SKUs and keeps 500,000+ tires in stock at its 300,000-square-foot facility in Irwindale, CA. The company ships tires direct to customers and from factories located in the U.S. and overseas. Tires are available around the clock via its Tireweb online ordering system.



"The integration of the customized e-commerce solution has been a winner for all concerned. We have made it so convenient for our customers to place orders online whenever they want and they have instant access to their order status and history."

Virginia Gregorian, COO

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Challenge

Massive inventory, multi-level pricing and transaction volume overwhelm entry-level accounting software

In 2007, Turbo Wholesale Tires came to a realization that many other fast-growing businesses eventually reach — an entry-level accounting program is inadequate to handle thousands of daily transactions and an inventory of hundreds of thousands of items.

Additionally, their software couldn't support multi-level pricing, which is a key component of their sales model. The software also didn't support multiple warehouses, which led to inventory tracking issues with tires moving between warehouse locations. Moreover, invoicing options were few and they had to incorporate a separate entry-level accounting program simply to write checks.

These many deficiencies and inefficiencies led Turbo management to consider a much-needed upgrade to a more powerful ERP system that would resolve their issues. Online ordering had emerged as the preferred method for a majority of their customers, thus it made sense to implement a flexible e-commerce platform that could integrate seamlessly with their new ERP system.

Solution

Integrated SAP Business One, plus pricing and e-commerce add-ons inflate confidence

The quest for the right ERP solution led management to SAP Business One. A subsequent search for a reputable SAP Business Partner to perform the implementation led Turbo to Softengine, an SAP Gold Partner. According to Virginia Gregorian, Chief Operations Officer for Turbo Wholesale Tires, there were three key areas they wanted to address with the new system:

Inventory Controls



With 12,000+ SKUs and more than a half-million tires in stock, Turbo Wholesale Tires needed the new system to provide real-time inventory tracking and the ability to generate a wide range of reports on-demand. Fortunately, SAP Business One offers a broad array of built-in detailed reports on stock transactions, inventory valuations and inventory counts that help the company stay on top of their massive inventory.

Pricing Controls



Softengine customized the SAP Price Update add-on to work in concert with SAP Business One. This add-on enabled Turbo to take its costs and apply the appropriate mark-ups and discounts for its many types of customers. Specifically, the SAP Price Update add-on enables Turbo to apply discounts in a number of ways — by brand, by customer or by quantity ordered. Turbo can now manage multi-layer pricing with ease.

E-commerce Integration



Considering that more than half of Turbo's sales are online, they wanted to make sure customers could enjoy a convenient way to place orders and track their own purchase history. Softengine configured the system to take advantage of functions found in the SAP Business One's Sales & Distribution module, especially those related to sales orders and invoices. A Turbo customer logs into Tireweb.com and places an order, which simultaneously goes directly to the warehouse where it is printed and to the Sales & Distribution module in SAP Business One. The two systems operate totally in sync with one another!

Results

Softengine provides top-level expertise and care at every turn

Turbo Wholesale Tires has found stability with their SAP Business One system and its integrated pricing and e-commerce add-on solutions. The complete system enables Turbo to effectively manage a huge volume of daily transactions, including 20,000+ invoices per month. With all components fully integrated, human input and the associated risk for errors are minimized.

The integration of the customized e-commerce solution has been a winner for all concerned. It is now extremely convenient for Turbo customers to place orders online whenever they want and they have instant access to their order status and history. Customers also have access to an online tool that connects them to the SAP Business One database where they can see real-time availability of items (out-of-stock items are listed in red) and pricing.

After the initial launch, Softengine worked with Turbo on two more initiatives that greatly enhanced productivity

Softengine's Warehouse Management System (WMS) provides Turbo with additional layers of organization to its warehouse. An enhancement to the integration between SAP Business One and the Tireweb e-commerce system upgraded the unidirectional data flow to a bi-directional data flow, enabling the Turbo staff to send final invoices to customers directly from SAP Business One after a product has shipped or is delivered.

"Our experience with Softengine has been extremely positive. Any time we call for assistance, they always assign someone who's highly professional and gets the job done quickly. It's been a pleasure to work with them."

Virginia J. Gregorian, COO, Turbo Wholesale Tires