

# Turbo Tires steers along growth trajectory with SAP Business One®



Turbo Tires is a national and international distributor of leading and proprietary tire brands. Headquartered in California, the wholesale company had outgrown its former IT systems and decided to deploy SAP Business One in order to ramp up its operations and meet its ambitious growth targets.

## Before: Challenges and Opportunities

- The existing IT systems were no longer sufficient to support the growing business.
- Turbo Tires needed to implement software with more advanced accounting functionality.
- Extensive automation and customization were required to speed up processes and adapt them to the company's precise needs.

## Why SAP and Softengine

- Turbo Tires opted for SAP Business One as it had a reputation of being one of the best ERP systems for companies of its size and was an affordable solution.
- The company chose Softengine as its implementation partner on the basis of its experience, service, high quality, and personal touch. It has a strong, customer-oriented team of professionals and delivers on its promises.

## After: Value-Driven Results

- SAP Business One provides all the functionality that Turbo Tires needs for day-to-day operations.
- Today, the company is almost paperless thanks to extensive automation.
- Accounting, pricing, ordering, and budgeting procedures are more advanced yet easier to use.
- The system has been fully customized to meet the company's requirements both now and in the future.
- By deploying SAP Business One, the company has also been able to integrate a web service, warehouse management, and routing software.

“Softengine and SAP have played an instrumental role in our success and growth. It’s a pleasure working with a partner that can cater for our needs in a detailed and timely manner. We love working with their team of talented professionals.”

Virginia Gregorian, Chief Operations Officer,  
Turbo Wholesale Tires LLC

## Growth

has almost tripled since the company implemented SAP Business One

## Increased

operational efficiencies across the entire organization



**Turbo Wholesale Tires LLC**  
Irwindale, California, USA  
[turbotires.net](http://turbotires.net)

**Industry**  
Automotive

**Products and Services**  
Tires

**Employees**  
150

**Revenue**  
US\$ 180 million

**Featured Solution**  
SAP Business One

**THE BEST RUN**

