

## Bridgestone undertakes major ERP implementation

*"I appreciate the long relationship between our organisations and the strong business partnership we have for our network "*

Andrew Moffatt, Managing Director, Bridgestone Australia

*"Thanks to the Megabus team for the continued support throughout the SAP project and in particular the preparation and prompt implementation of the cutover tasks."*

### **Background**

Bridgestone Australia (BSAL), a subsidiary of Bridgestone Corporation - the largest tyre manufacturer in the world, provides an extensive range of quality tyres and auto services via its network of more than 300 company and family channel stores.

The Marlin GTX system is the standardised Point of Sale platform for the network and is configured to manage the various models that a Franchise, Company and Dealer system requires. The BSAL solution also comprises complex integrations from the POS into their back office ERP system that provides visibility and management of critical data necessary to manage a large network of stores.

### **Business Challenge**

Bridgestone Corporation have systematically been upgrading their Regional operations to a standardised ERP platform and required BSAL to migrate their back office operations from the i-Series system to a global SAP solution. The challenges associated with this type of implementation are far reaching and required an enormous amount of planning and the co-operation of system solutions partners to mitigate risk and any associated down-time of business critical systems during implementation.

**megabus**



"My personal thanks for the great work that has been done, and continues to be done by the Megabus team"

Andrew Moffatt, Managing Director, Bridgestone Australia



#### Contact Us

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#### Business Solution

BSAL managed a very efficient and successful project that ensured their Systems Integration partner worked closely with Megabus to build all of the integrations that provides for national pricing, fleet customer information, promotions, stock visibility, amongst other things, that supports the Company, Franchise and Dealer network. Critical to the success of the implementation saw a significant focus on the cutover and follow-up support to the group during the process. BSAL relied on having Megabus provide the expertise and commitment to help deliver one of the most critical projects in their long association together - a trusted solid partnership of over 20 years.

- Head Office Control
- Total visibility
- Customised features
- Extendable solution
- Complete National Support for all IT needs

#### Marlin Products

Marlin is a line of integrated business management systems that deliver cost effective solutions to make it easier for businesses to sell, track and account for products and services in a demanding and changing Retail and Wholesale environment.

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