



## Apollo Tyres: Enhancing Dealer Operations with SAP® Cloud Platform

Customers in more than 100 countries know and trust the Apollo and Vredestein tire brands manufactured and sold by Apollo Tyres Ltd. Apollo Tyres wanted to streamline its entire production process, including digitalizing its distribution network. It sought to strengthen collaboration with dealers, improve productivity, and access real-time information on processes and market developments.

The company deployed the DealerConnect Partner Portal, an integral part of the Finessart platform from Arteria Technologies, under the SAP HANA® Cloud Applications partner program. The new dealer solution offers real-time decision making as well as automated omnichannel ordering, delivery, and invoicing processes. Customer satisfaction and loyalty have increased, collaboration with dealers is more efficient, and processes are greener. The improved dealer operations better support Apollo Tyres' mission to "go the distance" and give customers greater choice.



ARTERIA®

apollo

# Increasing customer satisfaction by 50%

## Company

Apollo Tyres Ltd.

## Headquarters

Gurgaon, India

## Industry

Automotive

## Products and Services

Hybrid manufacturing –  
tires, automotive  
and commercial

## Employees

16,000

## Revenue

Rs 117.1 billion  
(US\$1.7 billion)

## Web Site

[www.apollotyres.com](http://www.apollotyres.com)

## Partner

Arteria Technologies  
Private Limited  
[www.arteriatech.com](http://www.arteriatech.com)

## Objectives

- Add real-time functionality to ordering, collection and collaboration, and distribution processes
- Gain real-time visibility into secondary sales and competitor information
- Strengthen collaboration with distribution network partners to monitor inventory and dealer performance more effectively
- Enable real-time visibility of dealer promotions and offers

## Why SAP

- Longtime user of SAP® solutions to gain complete visibility into the manufacturing and supply chain
- SAP Cloud Platform to facilitate development of Arteria's DealerConnect Partner Portal as well as integration with both SAP and non-SAP software

## Resolution

- Worked with Arteria Technologies under the SAP HANA® Cloud Applications partner program to implement Arteria's DealerConnect Partner Portal using SAP Cloud Platform
- Improved the accuracy of sales information and captured critical transactions more effectively using the new solution
- Increased the order-to-fill rate with better planning, real-time order capture, and outlet stock monitoring
- Achieved faster claims turnaround times
- Automated account statement confirmation and reconciliation

## Future plans

Expand use of SAP Cloud Platform and other cloud solutions from SAP to enhance existing business applications and develop new tools

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“Deploying Arteria's DealerConnect Partner Portal under the SAP HANA® Cloud Applications partner program has helped us capture accurate and timely order and sales information and to understand our partners and customers better. The solution is a key enabler for our sales processes, gives us a competitive edge, and allows us to serve customers more effectively.”

Chandrasekhar Velagapudi, CIO, Apollo Tyres Ltd.

## Increased

Sales and profit margins

## Deeper

Analysis of market trends

## Enhanced

Communication and  
dealer loyalty

## Improved

Productivity and  
inventory visibility

## Greener

Operations

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